

LIFE



A GUIDED TOUR OF
SPRING FASHIONS

MARCH 13, 1950 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

Crimson Glory

Only a rose ever wore this color — until Cannon caught its perfect match in soft and glowing terry. Now — so new the dew is on it — dramatic "Crimson Glory" comes to gladden your bathroom. And isn't it the most exciting towel shade that you've ever seen?

Gather "Crimson Glory" at your favorite store, priced at about \$2.95. Scores of other pace-setting Cannon towels from about 50c to \$2.95.

Cannon Mills, Inc., 70 Worth St., New York City 13



Towels • Sheets • Stockings • Blankets • Bedspreads

PHILCO PROUDLY PRESENTS THIS *Magnificent new 16 inch Console*

Newly designed throughout from distinguished cabinet to specially engineered chassis — with performance that challenges comparison with any other television set ever built.

Here, indeed, is the triumphant achievement of one of the world's great electronic laboratories. Its special super-powered, super-sensitive circuits with the latest type high-frequency electronic tubes give you the utmost in sharp reception and true-to-life picture quality.

It gives you a huge 145 square inch picture on a 16 inch tube and incorporates the remarkable No-Glare Optical System developed by Philco that at last makes television easy on the eyes.

And, of course, it has the now famous Philco Electronic Built-In Aerial System — the only aerial that you can tune exactly to each station.

Actually, in recent direct comparison tests, this has been proved as much as 3 to 1 more effective than any other built-in aerial — with your Philco you need no aerial of any kind in up to 8 out of 10 locations.

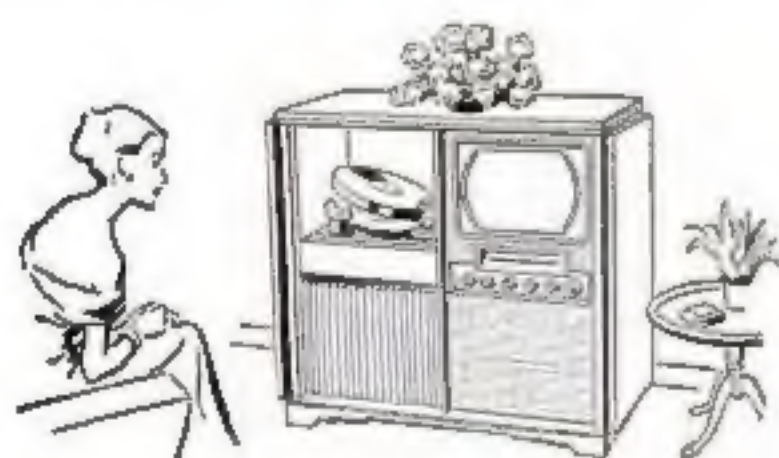
This, and all the other new 1950 Philco television receivers are at your dealer's now. Ask him for a free demonstration.



• Don't miss the Philco Television Playhouse, N.B.C. Network and affiliated stations from coast to coast Sunday nights 9-10 E.S.T.



A distinguished piece of furniture in the Contemporary Sheraton tradition. Full length doors of flawlessly matched swirl Mahogany veneers completely enclose the set when not in use. Yet the price of this truly magnificent receiver is far less than you would expect for one of such performance, beauty and quality. Philco model 1633 ... \$379.95*, tax and warranty \$8.10.



Today's outstanding value in complete home entertainment. Philco Wide-Screen 97 square inch picture on a 12½ inch tube with Philco Electronic Built-In Aerial System, 3-speed automatic phonograph plays all records, all sizes, all speeds automatically. Plus the new Philco super AM-FM radio. Philco model 1476 W in specially selected Butt Walnut veneers...\$399.95*, tax and warranty \$12.50.

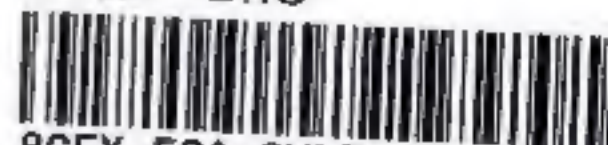
*Prices slightly higher in South and West



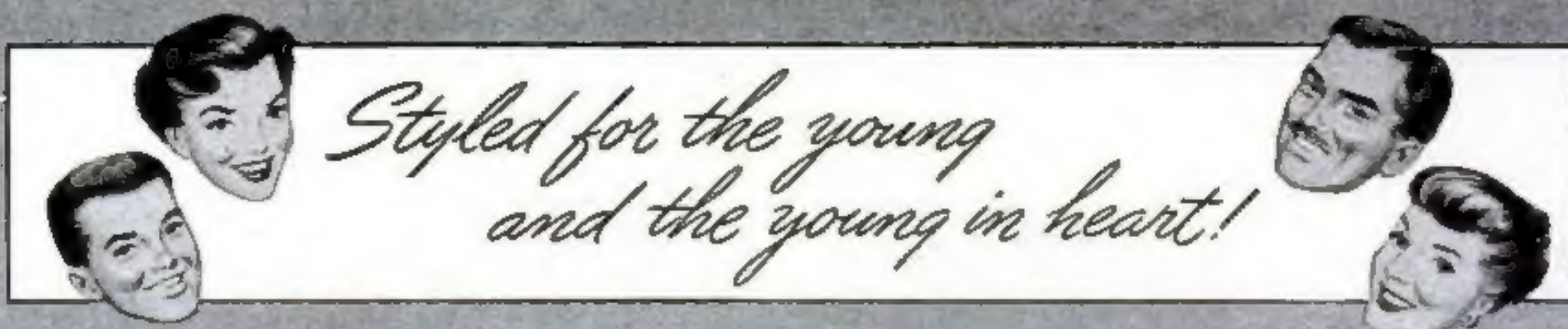
PHILCO

*—the television set
you just plug in and play*

This One



Copyrighted material



*Styled for the young
and the young in heart!*

New ELGIN All-American-Youth Series

ONLY \$39.75 INCLUDING FED. TAX
FROM FEB. 15
UNTIL APRIL 1st
PRICE THEN BECOMES \$45.00



ELGIN DeLUXE 17 Jewels! And with the Dura Power Mainspring*

Whether you're sixteen or sixty and young in heart, these brilliantly styled new Elgins will thrill you. And to introduce them, they are priced, until April 1st only, at the money-saving price of only \$39.75.

These are regular \$45.00 watches—and they are a great value at that price. Each is an Elgin DeLuxe with 17 jewels! Each has Elgin's skilled craftsmanship! Each has Elgin's famous timed-to-the-stars accuracy! And, like all Elgin Watches, each has the amazing DuraPower Mainspring that eliminates 99% of all watch repairs due to steel mainspring failures.

So hurry to your jeweler's for these exceptional buys! There are ten beautiful models. Choose one for yourself and others as gifts.

*Made of "Elastor" metal. Patent pending



Styled by Henslee

When you're at your jeweler's, see also the beautiful new models in 21-jewel-Lord and 19-jewel Lady Elgins (\$67.50 to \$5,000) and other Elgin DeLuxe Watches (\$45.00 to \$67.50). All prices include Federal Excise tax.

YOUTH PANEL LAUDS ELGIN STYLING!

(L. to R.) ISABEL DOBSON, specialist in sports-wear designs; SALLY HARDESTY, talented designer and 1948 winner of Glamour magazine's contest; C. EDWARD DICK, instructor at the Carson School of Design; EDWARD PATTERSON, free-lance designer. Their consensus: "Elgin's All-American-Youth Series is beautifully styled."

ELGIN

Timed to the Stars

On January 1, 1945, it was 668,000

In June, 1949, it was 800,000

Now it's well over

900,000

A. T. & T. Stockholders

No other stock is so widely held by so many people. About one family in every 50 in this country now owns American Telephone and Telegraph Company stock

Just last month the number of stockholders of the American Telephone and Telegraph Company reached a record high of 900,000 and it's still growing.

This is an increase of over 100,000 in eight months. The big gain is due not only to completion of the first offering of stock to employees under the Employee Stock Plan but to continued public buying.

The people who own the Bell Telephone business come from all walks of life in every section of the country. Most of them are small stockholders. 280,000 own five shares or less. More than half are women.

Over 150,000 telephone employees are now stockholders. In the next year or so many

thousands more will complete payments on stock under the Employee Stock Plan.

A significant fact is that more than 350,000 A. T. & T. stockholders have been stockholders for ten years or longer. Their A. T. & T. dividend has come along regularly, in good times and bad.

They bought the stock "for keeps" because of their long-term confidence in the business and their belief that regulatory bodies will provide adequate rates for service so that they may receive a fair and stable return on their investment.

It's the widespread confidence of investors that helps make possible the good telephone service you get today.



EVERY TIME YOU TELEPHONE you share the benefits of the stockholders' investments. It's their dollars that build, expand and improve the best telephone system in the world for you to use at low cost.

BELL TELEPHONE SYSTEM





ACME

Quality Paints

Two people want your home to look its best—you and your Acme Paint dealer. And you can be sure of practical solutions to your various paint problems when you consult this courteous, friendly man who features Acme Quality Paints.

Whether you are looking for miracle-working Kem-Tone for your walls or sensational new Kem-Glo for your bathroom and kitchen—or any one of the scores of famous Acme

Quality balanced formula paints, your Acme dealer has the merchandise and “know how” to help you select color and product to make your home more beautiful, inside and out.

Homeowners all over America have learned that the word *Quality* is more than a trade-mark when it appears on a can of Acme Quality Paint. See your Acme dealer today—he will reward your confidence with the best values in town.

Acme Paints “Bring Pride to the Surface”

Acme White Lead and Color Works, Detroit, Michigan—Makers of Acme Quality Paints, Kem-Tone, Kem-Glo—also one of the world's largest manufacturers of Automobile Makers' Finishes, Automobile Refinishes—Railroad, Industrial and Maintenance Finishes—and Insecticides.

Amazing New Kind of Pillow

now made possible by Dayton Research

in Koolfoam

Introduced just a few short months ago—already the *most wanted pillow in the world!*

The amazing success of Dayton Koolfoam simply defies description.

You hear it praised over the radio, see it featured in newspapers and television. Your friends, fortunate enough to secure one, tell you it's the most wonderful aid to natural sleep they've ever known.

If you have had difficulty getting a genuine Dayton Koolfoam Pillow please don't be half-satisfied with a substitute. Leave your order with your store. For there is nothing—absolutely nothing—like genuine Dayton Koolfoam.

That is *so easy* to see! Simply unzip the cover of a Dayton Koolfoam Pillow and feel the Koolfoam itself.

Stroke it with your fingers—feel the velvety softness and smoothness of genuine Koolfoam, so different from foam latex you have known. Test its amazing resilience. Note the clean, pure color.

This is the true Dayton Koolfoam, the new discovery . . . the only material of its kind in the world . . . the result of Dayton Research and patented processes.

So, check your favorite store now . . . if they have a Dayton Koolfoam Pillow grab it! If they don't, leave your order and send us their name, and we will see that you are supplied. Remember the name . . . *Dayton Koolfoam*. The Dayton Rubber Company, Dayton 1, Ohio.

ONLY

\$8⁹⁵

or \$9.95 with covering of beautiful panne satin
And there's Koolfoam, Jr., a smaller size pillow, at \$4.65

See it . . . Feel it . . . Test it!

Dayton Koolfoam is radically different from anything you have ever seen. And the pillow is about 1½ inches thicker . . . the zippered cover of Sanforized 80-square percale slips off easily . . . both cover and pillow are washable . . . and remarkably allergy-free. Your choice of white, pastel pink or ozone blue!



Dayton

Koolfoam pillow

TRADE MARK
made only by **Dayton Rubber**

Enjoy the Rest of Your Life!

HERE'S IMPORTANT NEW INFORMATION ABOUT SHEETS!

YOUR BEST BUY IN SHEETS REVEALED BY NEW TESTS

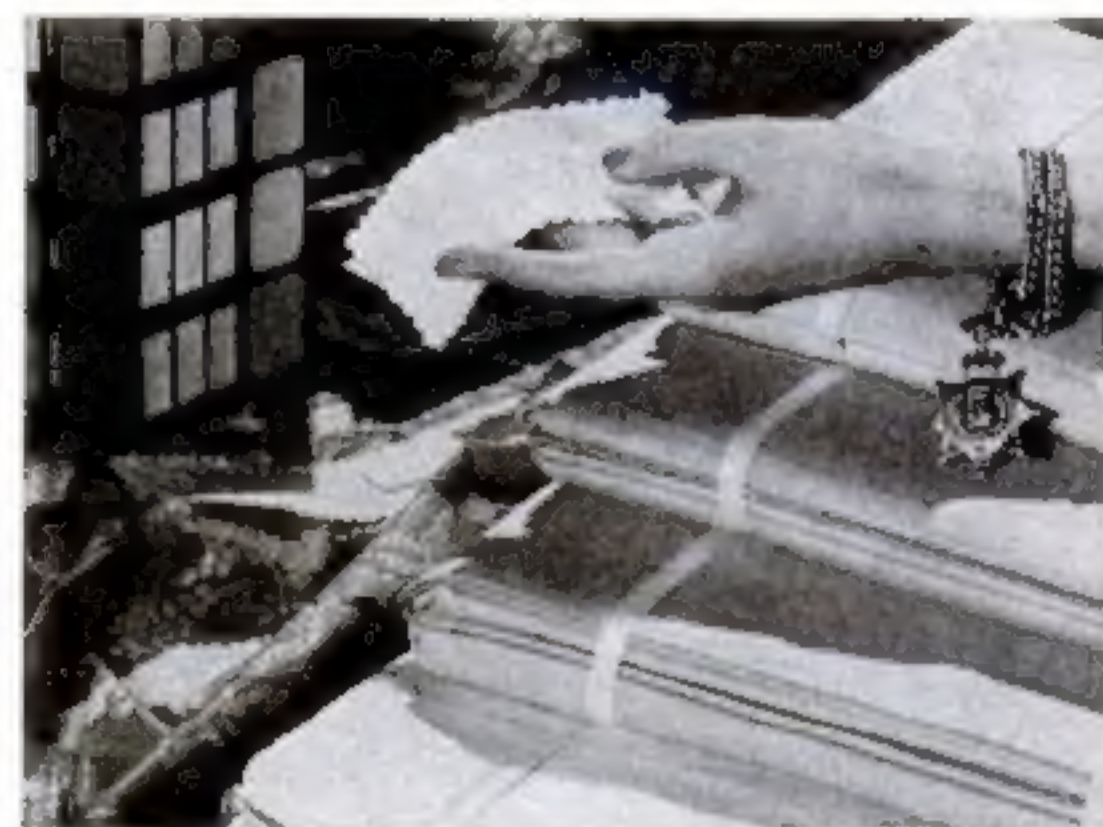
OVER 1,000 MORE THREADS, OVER 100,000 MORE INCHES OF THREAD IN EACH
AVERAGE SIZE SHEET INSURE A FINER, FIRMER SHEET AT A PRICE YOU WANT TO PAY!



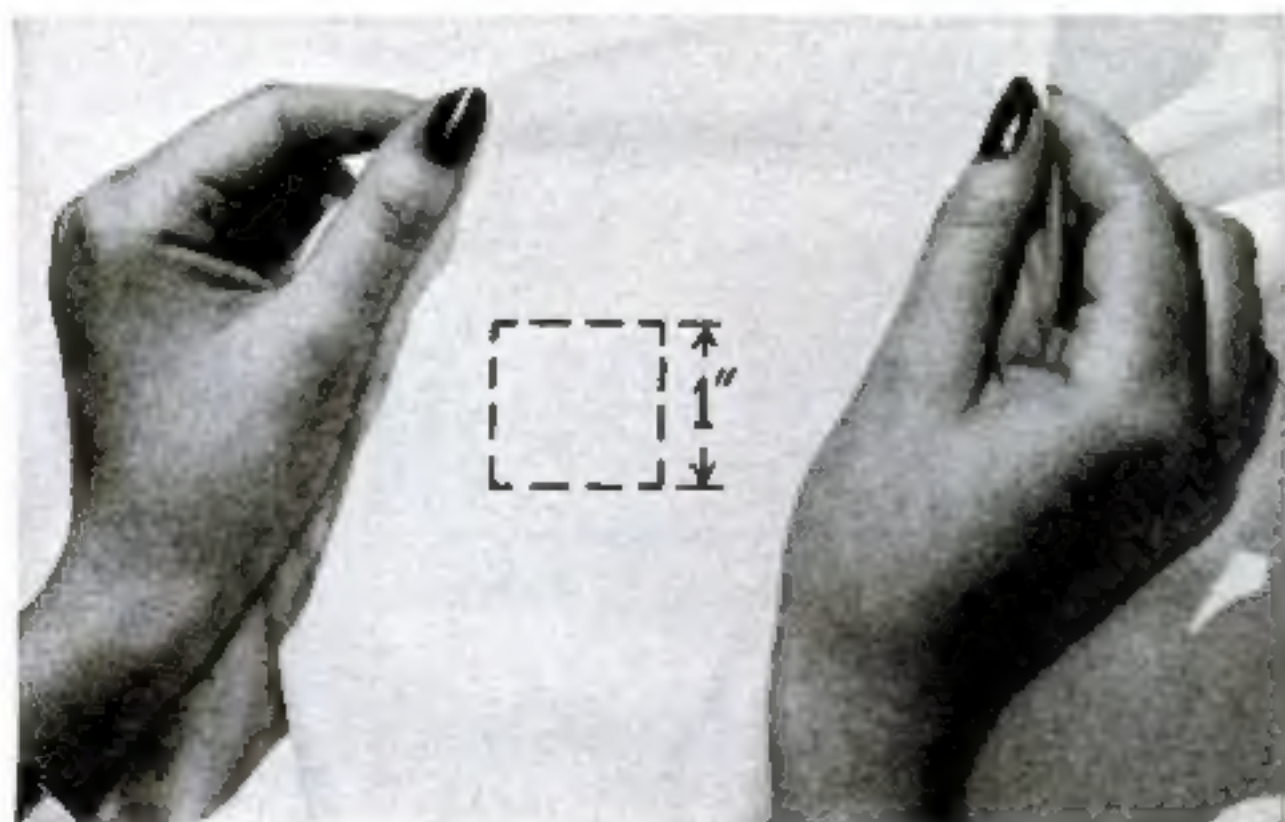
TRIPLE VALUE—100,000 extra inches of thread, 1,000 extra threads to every sheet mean finer texture, longer wear. Tests prove Superfine Muslins 36% stronger—where it counts—than regular muslins. Your top sheet buy for texture, wear and strength!



PEPPERELL SUPERFINE MUSLINS PROVED 36% STRONGER than regular muslins where it counts—in the crosswise threads that are first to break when sheets wear out. Extensive breaking tests bring new proof that Pepperell Superfine Muslins are far stronger!



CHOOSE THE COLOR THAT COMPLIMENTS YOU. Aqua, peach, spring green, pink, maize, blue, rose or white! Choose your sheets in colors as becoming as your favorite dress! Pepperell Manufacturing Company, Boston, Mass.



EXTRA THREADS TO EVERY INCH!

Extra threads mean extra smooth, extra beautiful texture. A tighter, firmer, closer weave for a finer, firmer, sleeker sheet! And Pepperell Superfine Muslins have 140 threads per square inch—12 more to every square inch than regular muslins. When you buy an 81" x 108" sheet, you buy 8,748 square inches. Simple arithmetic shows there are 1,188 more threads, 104,976 more inches of thread in a Superfine Muslin than in the same size regular muslin sheet.



REMEMBER, PEPPERELL IS A PROMISE OF
TOP QUALITY IN COMBED PERCALE AND MUSLIN SHEETS

TO EVERY SPARK PLUG USER!

CAPT. EDDIE RICKENBACKER

VOLUNTEERS THIS AMAZING STORY

ABOUT CHAMPIONS!

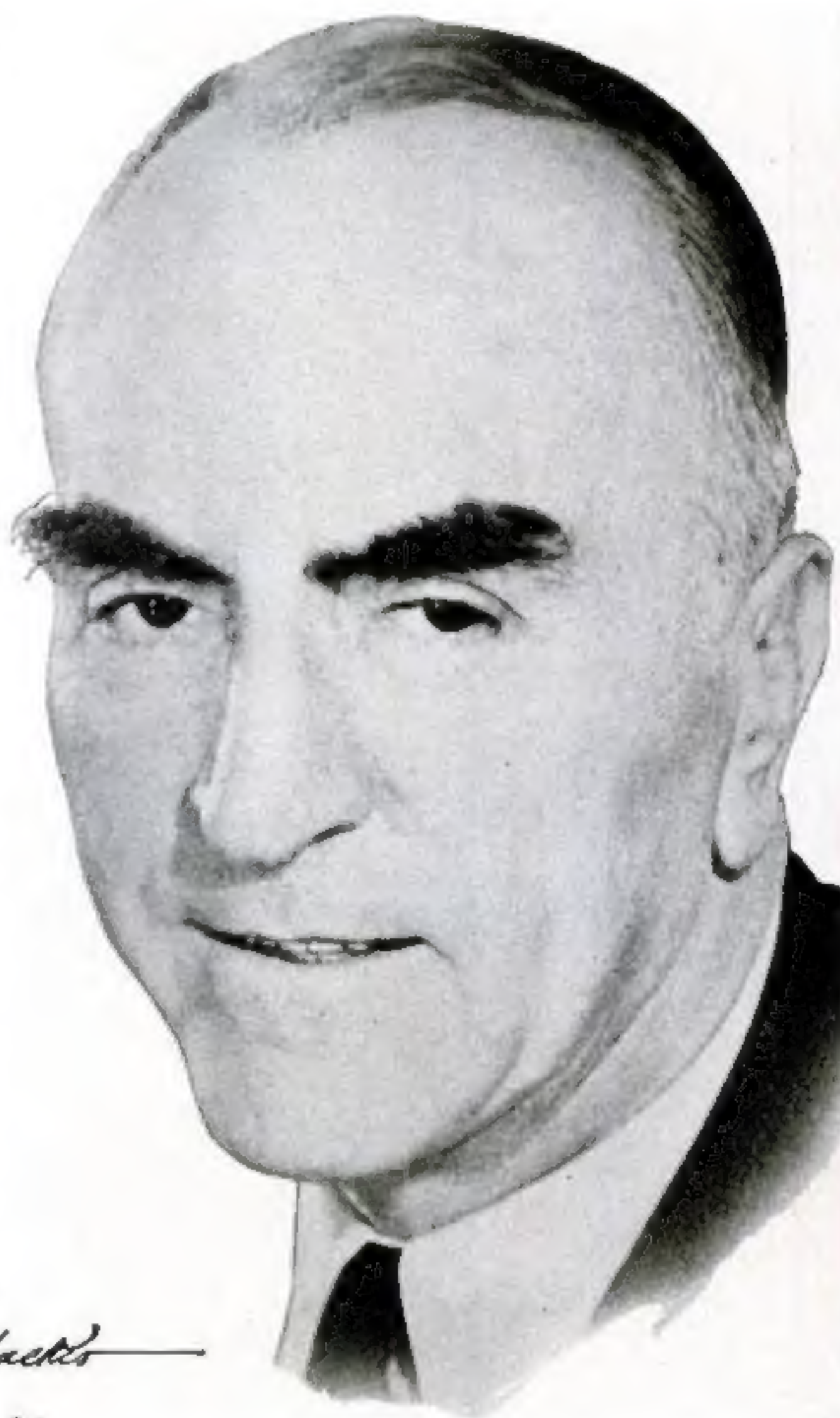
President and General Manager of Eastern Air Lines
Credits SAME SET OF DEPENDABLE CHAMPIONS with
240,000 Miles of Air Travel!



← "THIS SPARK PLUG is one of the set of thirty-six (36) which operated in the #4 engine #75737 in Eastern Air Lines' new type Lockheed Constellation #115A for 811 consecutive hours of trouble-free operation. This amount of operating time, which is most unusual, based on an average cruising speed of 300 MPH, is equal to approximately 243,000 miles, or almost ten times the distance around the world at the Equator, and during this period the spark plug fired approximately sixty million times. This type of service from a spark plug is remarkable even when compared to the type of operation as recent as a year ago. Also, to its credit can be added that during its life it was one of the spark plugs (none of which were changed) that helped carry myself and party on our Latin American Tour during August of 1949."

Actual photo of one of the
Champions cited above
and gold-plated by Capt.
Rickenbacker as a souvenir.

Eddie Rickenbacker



All Champion Spark Plugs, regardless of type or purpose, are products of the same unequalled research engineering and manufacturing facilities. As a result, the same qualities of outstanding performance and dependability, so dramatically demonstrated above, are inherent in every Champion, for every engine!

FOLLOW THE EXPERTS

Demand



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

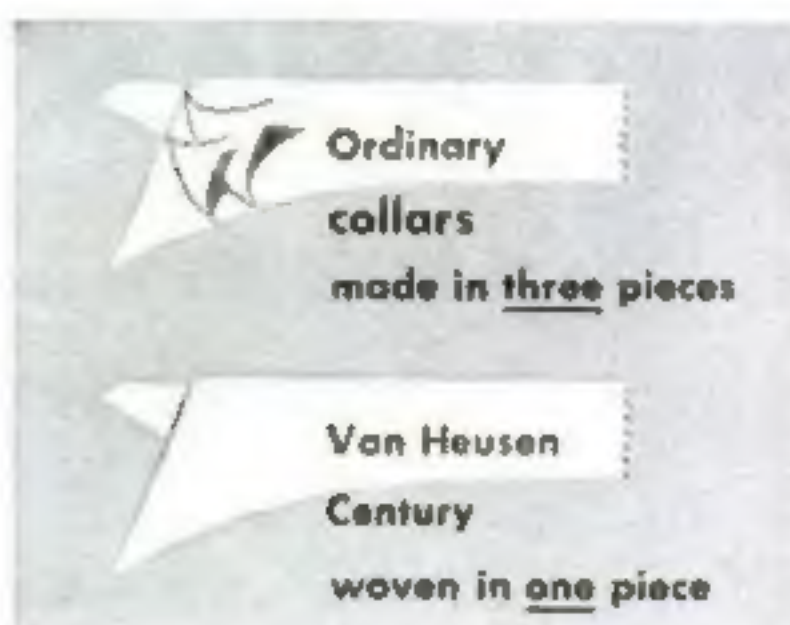
THE SECRET OF THE "CENTURY..."

the new shirt with the soft collar that

won't wrinkle...ever



1. America's newest shirt sensation—the Van Heusen CENTURY, with the amazing wrinkle-free collar! Here's how smooth and neat it looks—even after a full day of action! Miracle collar can't wilt or wrinkle because of patented one-piece construction. Regular color model shown.



2. The secret: Van Heusen Century collar fabric is woven in one piece—instead of usual three pieces stitched or fused together. It has "body" enough to hold its shape without starch—yet is soft and comfortable.



3. It takes 1300 individual threads, woven simultaneously on special loom, to produce the extraordinary one-piece multi-ply collar fabric. Fold-line remains soft where it touches neck even if collar is starched.



4. Fold-line is woven in, can't be ironed wrong, always looks right. New construction keeps points from curling—without starch or stays. Wide-spread collar model is shown.



5. So easy to launder. Collar is 2 ways easier to iron: it irons flat, because fold-line needs no ironing; wrinkles can't be ironed in, because there's no lining to buckle.



6. Flawless tailoring throughout—the rest of the shirt lives up to its collar! Note (1) the figure-tapered fit of the body, (2) action-room in the right places, (3) the tug-proof pearl buttons, (4) fine fabric.



7. Work or perspiration won't ever wilt or wrinkle your Van Heusen Century shirt collar. It stays neat, looks crisp... holds its perfect fit all its days: a new shirt free if your Van Heusen shrinks out of size.

AT LAST—a shirt with a miracle collar that can't wrinkle...yet is free of starch and wonderfully soft!

It's the new Van Heusen CENTURY! It took a new kind of weave plus 3 patented improvements in collar construction for Van Heusen to produce a collar like this!

Both qualities in two "Comfort Contour" collar models, with single or French cuffs.

Century 100 Regular collar, **\$3.95**

Century 200 Wide-spread, **\$3.95**

Century 400 Regular collar, **\$4.95**

Century 500 Wide-spread, **\$4.95**

Van Heusen[®]

REG. U. S. P. O.

CENTURY shirts

\$3.95 and \$4.95

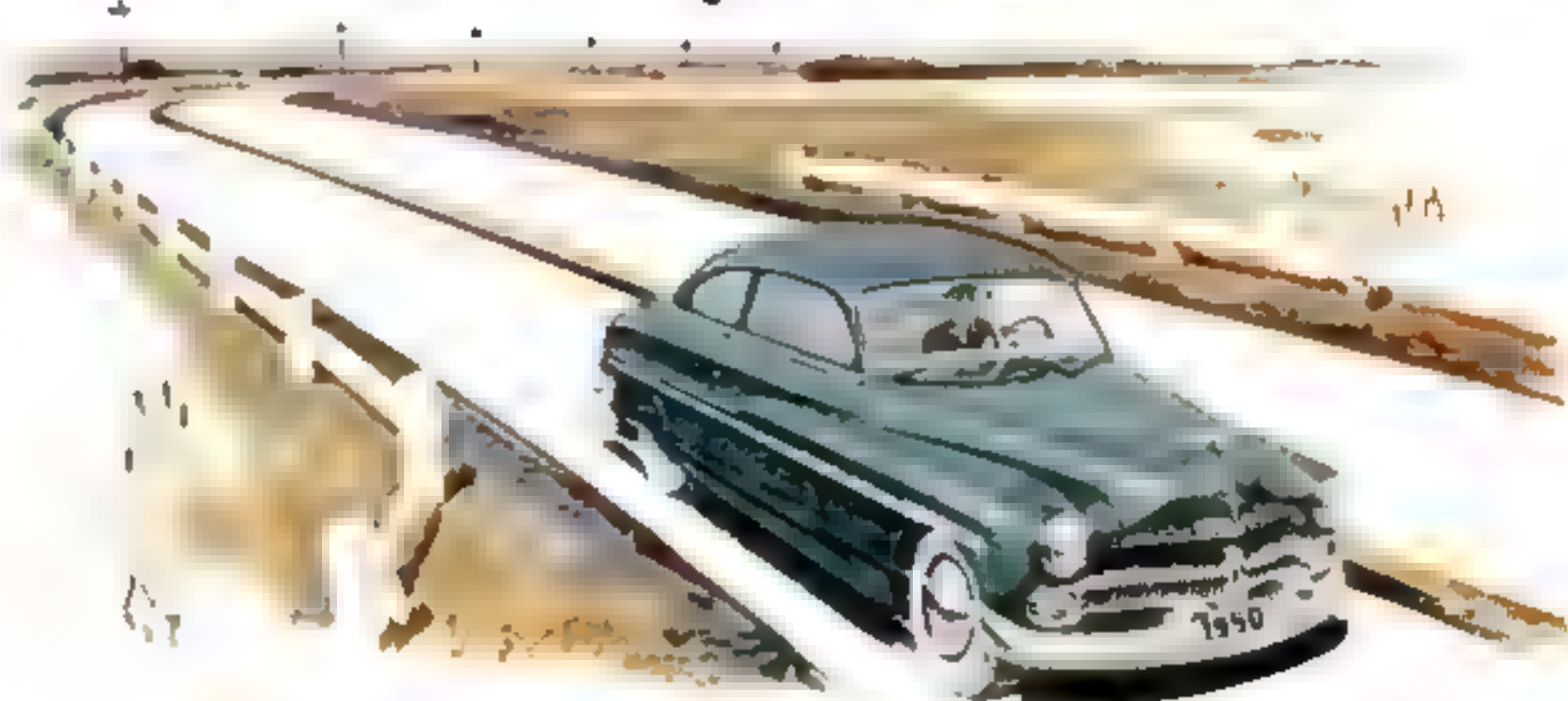
Phillips-Jones Corp., New York 1, Makers of
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

"Powerhouse on wheels!"

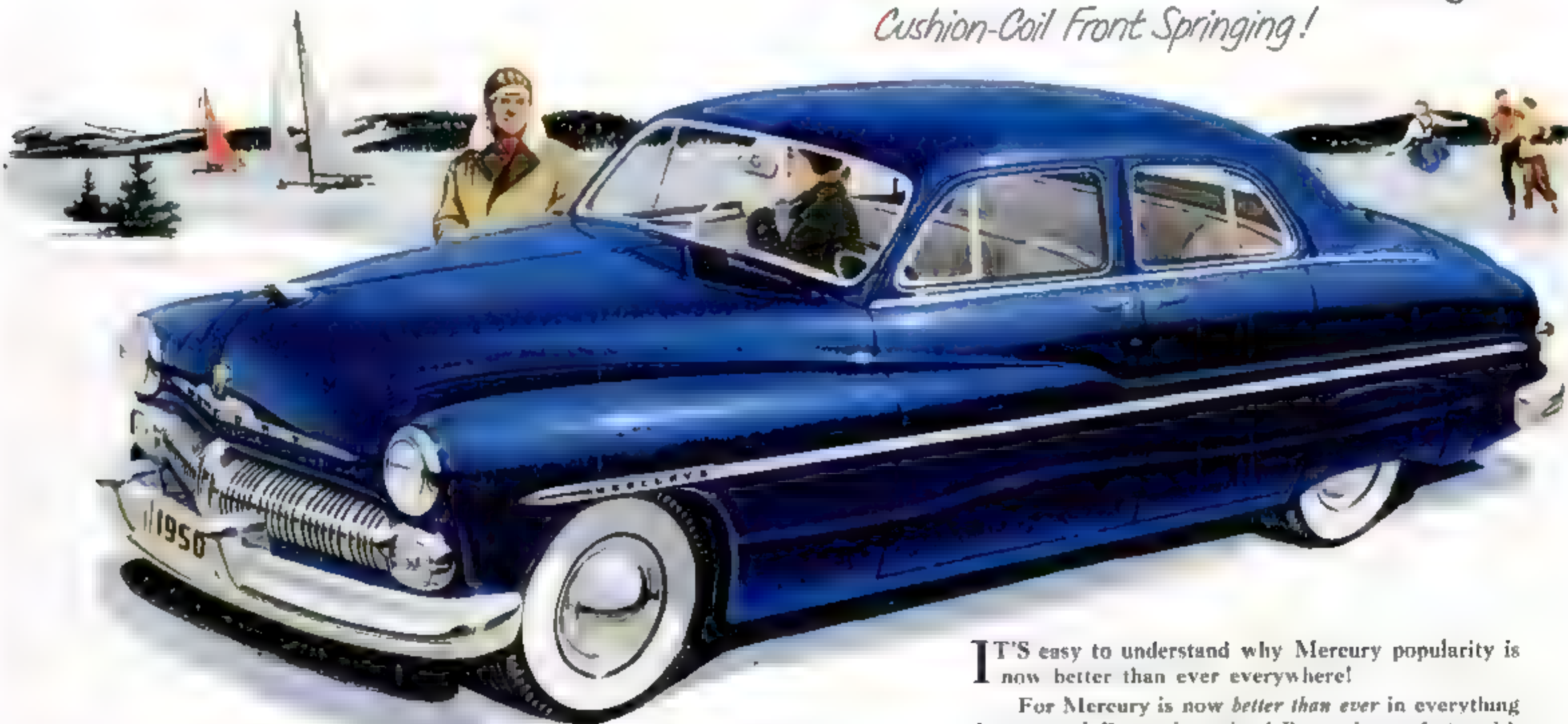
—and so easy to handle



1. Watch that smart new 1950 **MERCURY** head up the high ones. Its "Hi-Power" Compression is "better than ever!"



2. Yes, and this big new **MERCURY** is "better than ever" to handle—with "Stedi-Line" Steering, Cushion-Coil Front Springing!



IT'S easy to understand why Mercury popularity is now better than ever everywhere!

For Mercury is now *better than ever* in everything that counts! Better in *styling*! Better in *comfort*—with "Lounge-Rest" foam-rubber cushioned seating! Better in *economy*—with "Econ-O-Miser" carburetion! Better in *performance* with that exclusive V-type, 8-cylinder Mercury engine! Better in *all-around value*, too!

Owners will tell you no other car offers you as much for your dollar as Mercury! See your Mercury dealer—and drive the *better than ever* new 1950 Mercury today!

MERCURY DIVISION OF FORD MOTOR COMPANY



3. And when you stop for gas—that's rare! For this new 1950 **MERCURY** is "better than ever" in economy, too!

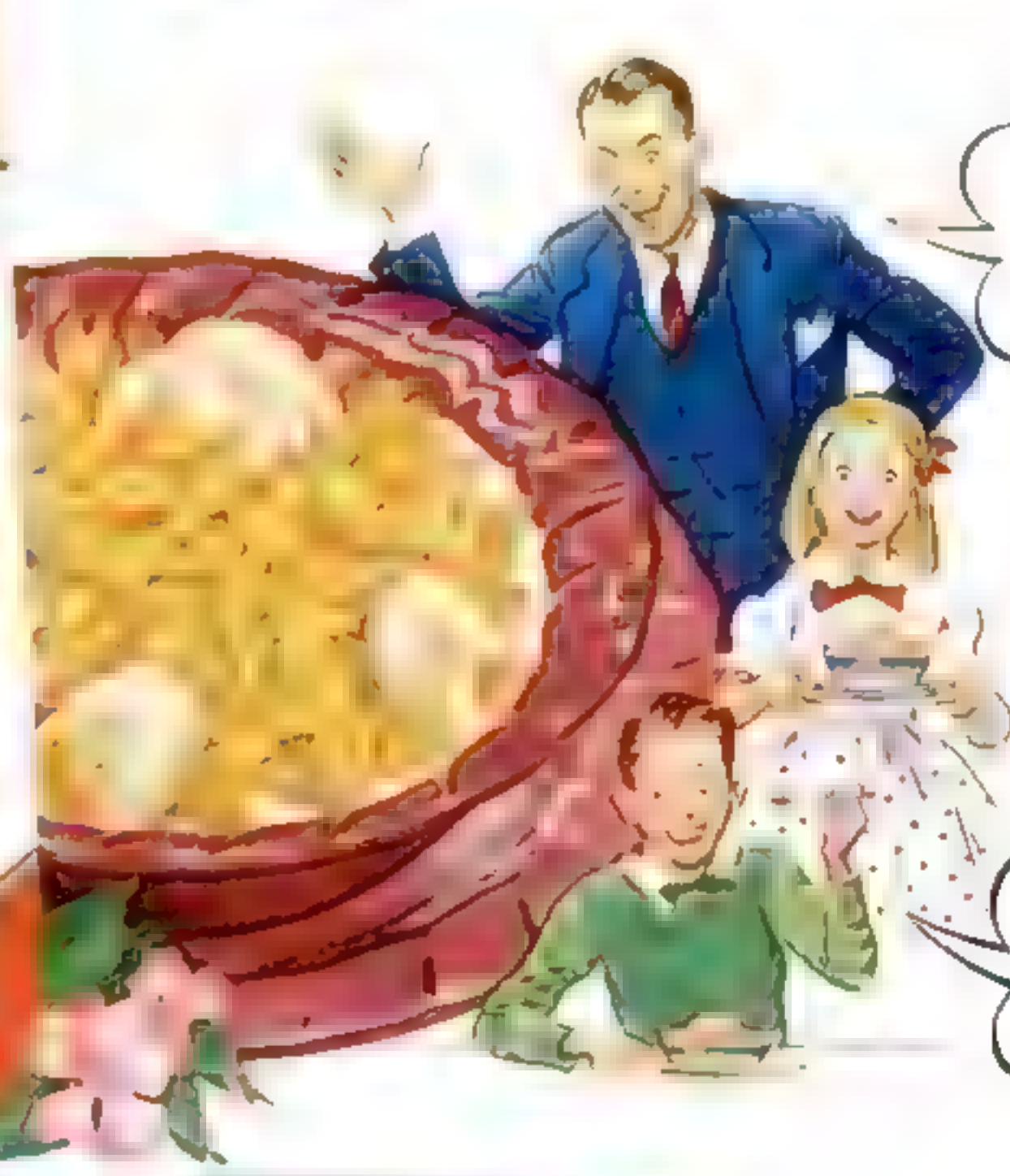
Make your next car the "better than ever" new 1950

MERCURY

Now **Post** Brings You Cereals **GUARANTEED FRESH!**

*New TRIP-L-WRAP Package
means Fresher, Better Cereals!*

NOW AT LAST you can enjoy cereals *guaranteed* to reach your table fresh, crisp, and flavorful! They're Post Cereals, of course, in the new Trip-L-Wrap "Keep Fresh" Package that just won't let staleness in. Put Post Cereals on your shopping list today. Taste for yourself what a wonderful difference *guaranteed* freshness makes! Triple your money back if they're not as fresh as any cereals you ever ate!



They **LOOK** Fresh!

They **FEEL** Fresh!

They **TASTE** Fresh!



Products of General Foods



**SQUIBB ANGLE
TOOTHBRUSH**
reaches hard to
get at places



**BENT like a dentist's
mirror to reach
more places**

LETTERS TO THE EDITORS

BESS TRUMAN'S TEA FROM A TO Z

Sirs:

The versified "Speaking of Pictures" (Life, Feb. 20) was one of the most clever things I have ever read in your magazine.

SUSAN CHASON

Lawrence, N. Y.

Sirs:

A to Z it's plain to see
They're just a bunch of society
Who must smile and persevere
For their dear husband's career.
They may sweetly smile and say,
"My dear, how are you today?"
Even tho' their thoughts imply,
"I could spit in your little pink eye!"

MARY M. CARTER

Elmira, N. Y.

Sirs:

Your pictures of Bess Truman's tea were very cleverly done, but I found the picture for R was not my mother — Mrs. Riehlman. I certainly would appreciate your printing this picture as a correction.

MRS. LAURENCE DOWNES

De Witt, N. Y.



LUCIA RIEHLMAN

Sirs:

I've never read any light verse which set my teeth more on edge than the Bess Truman tea party story. It's all right for the boys and girls in the caption department to kick those captions around at the end of a long hard day. But to inflict their supremely unfunny results on the public is little short of criminal.

PEG BRACKEN SMITH

Portland, Ore.

U.S. EVANGELISTS IN ITALY

Sirs:

HEARTIEST APPRECIATION FOR YOUR STRAIGHTFORWARD FACTUAL REPORT OF CATHOLIC PERSECUTION OF CHURCH OF CHRIST BENEVOLENT AND MISSIONARY WORK IN ITALY ("Italians Harass U.S. Evangelists," Life, Feb. 20). LONG LIVE FREEDOM OF PRESS AND RELIGION.

L. CASTLEBERRY
MINISTER

CHURCH OF CHRIST
RALEIGH, N. C.

Sirs:

Your coverage was an example of something rarely seen these days: honest reporting when the result will prove embarrassing—even indirectly—to the Roman Catholic Church.

G. AIKEN TAYLOR
Minister

Smyrna Presbyterian Church
Smyrna, Ga.

GET IT TODAY! **NEW** Vaseline Cream Hair Tonic
that suddenly made men say:—

**"MY CHOICE
EVERY TIME!"**

Because no other hair tonic contains new wonder-working **Viratol***...assuring natural looking hair and natural feeling hair that stays neat all day long!

*Special compound VIRATOL in 'Vaseline' Cream Hair Tonic helps make your hair look natural... feel natural... stay in place actually hours longer!

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'td

POUNDING THE LIFE OUT OF YOUR RUGS?

Your rugs
couldn't
take this
hammering
for long!

Cushion them with GENUINE CIRCLE TREAD OZITE CARPET CUSHION

Ozite provides the "give"... the springy softness that absorbs pounding. Carpets wear twice as long, feel twice as luxurious, look twice as beautiful.

Genuine Circle Tread Ozite is All-Hair on an adhesive fabric center... stays soft and springy for a lifetime. Ozite never relaxes in the care of your rugs... never lumps, packs down, or disintegrates as do pads of cheap dyed-to-look-like-hair substitutes.

Ozite is new, all new... fresh, clean, odorless... keeps your new carpets looking new, gives new life to your old ones.



Look for the name "OZITE" in the Circle Tread design. Do not accept a substitute.

YOU'RE SAFER WITH OZITE

- Ozite lies flat... won't curl or slip... reduces the hazard of falls.
- Ozite insulates... makes floors warmer... reduces the danger of colds.
- Ozite resists flame... reduces the danger of fire.

YOUR FLOORS ARE SAFER WITH OZITE

- Ozite won't stick to your floors.
- Ozite won't discolor or mar your varnish.



Four reasons
why you should
insist
on Genuine
OZITE



OZITE IS MADE OF ALL HAIR... fine, clean, specially processed cattle hair reinforced with an adhesive fabric center. Ozite stays soft and springy for a lifetime!

NEW



OZITE IS ALL NEW MATERIAL... no re-claimed materials are used in Ozite... no re-used bags, no re-worked hair. Ozite is all new, and is of the finest quality.



ONLY OZITE IS OZONIZED. It is free from stale, musty odors because of this patented electrical deodorizing process—the same ozone treatment used in sterilizing refrigerators and swimming pools.



ONLY OZITE IS PERMANENTLY MOTHPROOFED... every hair in Ozite has been treated with a substance that's deadly to moth larvae... and this treatment is guaranteed for a lifetime!

And for the modest budget **Castle** HAIR and JUTE
RUG AND CARPET PADDING.....made by OZITE

ASK YOUR DEALER

Using
too much
oil?

SWITCH
to
PENNZOIL

SOUND
YOUR
Z

If you suspect you've been using too much oil, why not find out? Switch to Pennzoil, the 100% Pennsylvania oil with staying power.

Over 60,000 better dealers, coast to coast, recommend Pennzoil. It's worth looking for, easy to find at the yellow oval sign. Just sound your Z—get the genuine.



Member Penn. Grade Crude Oil Assn., Permit No. 3

TOUGH-FILM PENNZOIL® MOTOR OIL & LUBRICANTS
AT BETTER DEALERS . . . COAST TO COAST

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Protestants "convert" people to their faith by using, or misusing, \$100,000. They distribute food and clothing, which mean life itself to the Europeans, and persuade them to come over, to become "Protestants" if they want to eat. It's not so hard to understand that some people listen carefully to their bellies and then decide to "become" Protestants.

FELIX P. ROSSI GUERRERO
Hoboken, N.J.

Sirs:

If Italian missionaries came to a Protestant section of Texas and taught the children such untruths about Protestantism as the Texans are teaching the Italian children about their Catholic faith, these so-called Italian missionaries would be lucky if they escaped with only a stoning.

ELIZABETH LEIS
Metuchen, N.J.

PISTOL-PACKING KING

Sirs:

The late King Ananda of Siam ("Young King with a Horn," *LIFE*, Feb. 20) may have been a firearms collector, but *LIFE*'s writer certainly cannot be. That is an automatic pistol the king is firing, not a revolver as *LIFE* described it. A revolver has a revolving cylinder.

RICHARD A. FREEDMAN
Buffalo, N.Y.



ANANDA'S AUTOMATIC

● King Ananda has a .45 Colt automatic, not a revolver.—ED.

PICTURE OF THE WEEK

Sirs:

I have a feeling that the two battling bucks ("Deer Fight for Hay in Manly Fashion," *LIFE*, Feb. 20) are going to lose out in the end. While they're fighting over a pile of hay, probably more than either could consume by himself, the wiser deer are sharing the repast.

MRS. J. L. HOARTY JR.
St. Augustine, Fla.

● As a matter of fact, neither of the battling bucks did win. The king of the herd was beating the challenger when the flash bulb went off and frightened all the animals away. In about 20 minutes the king buck led the females back, but a group of elk wandered into the feeding area. All the deer ran off except the king buck, who reared to challenge. But when a

CONTINUED ON NEXT PAGE

Naugahyde Protection*



Come on, Everybody! Rough me up!

Here's a chair that says "Welcome" to wear—a chair that the family can't ruin!

U. S. Naugahyde Upholstery *refuses* scratches, scuffs and stains. Spills can be wiped away quickly with soap and water. It resists sun and weather—does not fade, crack, chip, peel or split. Naugahyde is smooth, pleasant to touch. And it almost never wears out!

You need the extra protection that Naugahyde gives you.



Complete range of
smart decorator colors
and handsome finishes

Made 2 Ways

You may have Naugahyde, all-plastic in home furniture or fused to a strong fabric backing for severe wear.

LOOK FOR THIS LABEL



UNITED STATES RUBBER COMPANY
MISHAWAKA, INDIANA

tropic Nitey Nite sleepers are Cool as a Cloud...



When nights are warm and the dawn is cool, it's time for *Tropic Nitey Nites*. Air-knit of soft, moisture-absorbent combed cotton they provide a healthful cover-all protection. Smooth seams are sturdily sewn and every point of strain is reinforced. Gripper fasteners end button problems. Tailored in generous, dependable sizes *Tropic Nitey Nites* are easy to wash...keep their fit...require no ironing.

Two-piece style (also three-piece set with extra pants) sizes 1-4.

Two-piece style, pullover top, sizes 4-10. Four bright song-bird colors: Canary, Bluebird, Flamingo and Parrakeet.

Ask to see

Nitey Nite Junior—the doll every child wants.



**tropic
Nitey Nite**
MADE IN U.S.A. PAT. 2,716,076

sleepers at your
favorite department store
or children's shop

NITEY NITE SLEEPERS MADE BY GLENDALE KNITTING CORPORATION • PERRY, N.Y.

LETTERS TO THE EDITORS

CONTINUED

bull elk lowered his antlers to charge, the king buck spun around and ran away.—ED.

BRITISH ELECTIONS

Sirs:

You say ("Britain's Future Is Put Up to Voters," *LIFE*, Feb. 20) "Ian Nicholson, 21, is youngest candidate ever to run" (for Parliament).

Gentlemen, "ever" is a long time in British history. My ancestor, the 17th Century English poet Edmund Waller, entered Parliament in 1621 at the age of 16 and again at the age of 80!

WILLIAM EDMUND WALLER

Louisville, Ky.

● *LIFE* apologizes to the memory of Edmund Waller, remembered more as a poet than as an M.P., whose best-known lines come from a poem about his lady's girdle:

"Give me but what this
ribband bound,
Take all the rest the sun
goes round!"

Other famous youthful members were Charles Fox, 19, and Lord John Russell, 20. After the Reform Bill of 1832 there were no more members under 21.—ED.

Sirs:

You stumbled over the identification of John and Michael Foot. Michael is the one with heavy black spectacles, not John.

John Foot is my son-in-law (his wife is an American by birth) and has been active in liberal politics for at least 15 years.

CLIFFORD B. FARR, M.D.

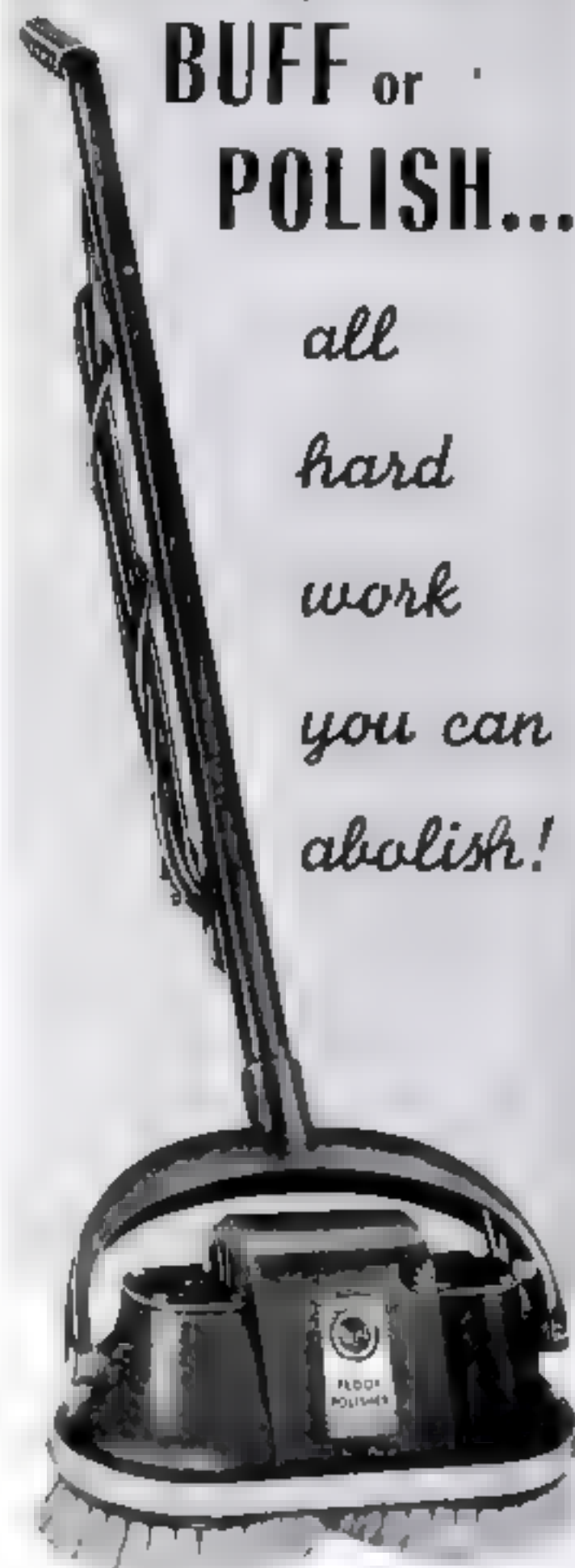
Bryn Mawr, Pa.



JOHN FOOT MICHAEL FOOT

● *LIFE* forgot to pick up its feet and mislabeled John's and Michael's pictures. In the election Michael defeated Randolph Churchill, but his brothers John and Dingle both lost. As for the other candidates on *LIFE*'s spread: kilted Ian Nicholson lost; Coal Miner Sam Muddup lost to a former secretary of the Aga Khan; Labor's Lady Pakenham was defeated, but the Conservatives' Lady Tweedsmuir won; bearded Peter Crafston lost so badly he forfeited his election deposit; so did Communist William Gallacher; Glamour Girl Lees lost; Student Philip Goodheart lost; rich young Laborite Kenneth Younger won; Anthony Cripps, Chemist Margaret Roberts and the Marquess of Hartington lost; Michael Astor regained his seat, but his cousin and brother, John and William, lost; Sirdar K.S.B. Ahluwalia lost; Lady Megan Lloyd-George was one of the few Liberals to be elected, but her nephew, Robin Carey-Evans, lost; both Greenwoods, father and son, won comfortably; so did the Bevans, man and wife.—ED.

SCRUB or WAX BUFF or POLISH...



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hard
work
you can
abolish!

REGINA TWIN-BRUSH POLISHER

Complete maintenance unit
for homes, offices, stores

Here's America's #1 Electric Scrubber and Polisher—the new, modern, effortless way to care for every kind of surface...light enough to use on counters, desks, table tops, too! Brushes revolve in opposite directions for double action...polish a 12" path right up to baseboards, into corners. Set includes 2 waxing and scrubbing brushes, 2 polishing brushes and two reversible buffing pads. Heavy-duty service. Ask for demonstration, at better stores everywhere.

Complete \$59⁵⁰

RECONDITIONING KIT EXTRA
—for refinishing wood surfaces. Sands, steel-wools, edges floors, tables, desks, dry-cleans linoleum, tile floors.

The REGINA CORPORATION
Manufacturers of VACUUM CLEANERS
ELECTRIBROOM • SMOOTH CUT CAN OPENER

The REGINA CORPORATION, RAHWAY 31, N.J.
Please send me free descriptive material on the Regina Electric Polisher and the name of my nearest dealer

Name _____
Address _____
City _____ Zone _____ State _____

CONTINUE ON PAGE 5

First really effective deodorant soap in all history!

Dial Soap

STOPS ODOR BEFORE IT STARTS!



Get DIAL Today!

Sensational offer
to introduce Dial
to new millions
of users!



Look for the
banded two-bar
combination.

Another **ARMOUR** Product

1/2 Price Sale

FOR LIMITED TIME ONLY

Get 1 full-size bar of
Dial Deodorant Soap for
1/2 price when you buy 1
bar at the regular price.

2 LARGE 25¢ BARS FOR 37¢

A money-saving opportunity for new users!
A goodwill bonus for all our old friends!



What a money-saving opportunity! Now—everybody can enjoy the unique benefits of DIAL, the only soap that guarantees all-over, all-day freshness. Armour and Company, makers of Dial, gladly bring you this offer—so Dial's millions of old friends can save—so millions of new ones will discover this amazing one-of-a-kind soap. But don't wait—supplies are limited. Get your Dial today and be sure of freshness round the clock.

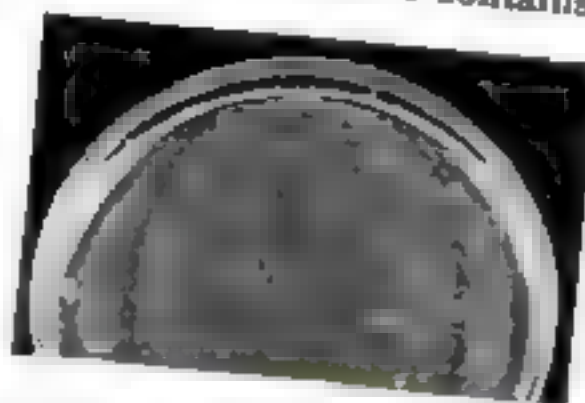
Turn in STARS OVER HOLLYWOOD, CBS, Saturdays

DIAL keeps you fresh round the clock

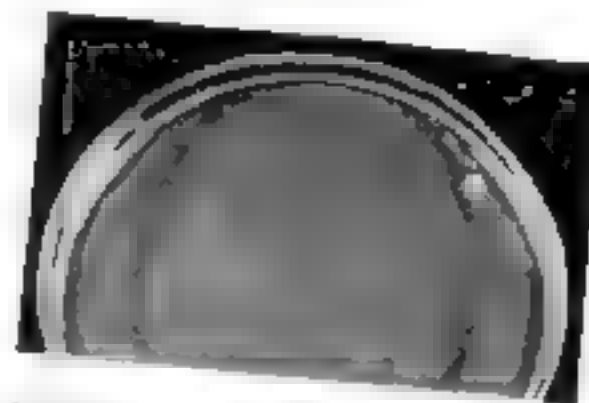
Camera shows how

**Dial soap removes skin bacteria
that cause perspiration odor**

Dial alone contains newly-discovered AT-7



After ordinary soap... Thousands of bacteria are left on the skin. These include the bacteria which science has found to be the major cause of perspiration odor!



After Dial... Washing regularly with Dial Soap eliminates up to 95% of the odor-producing skin bacteria. Safely! Surely! Because Dial, alone of all soaps, contains AT-7.



IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel better . . . and also look better! Start today to use Mollé!



IN CONVENIENT, INEXPENSIVE TUBES
AND EVEN MORE ECONOMICAL
1/2 AND 1 POUND JARS

*Return empty tube to The Centaur-Caldwell Division, P. O. Box 280, New York 18, N. Y.

LETTERS TO THE EDITORS

COLLEGE REVIVAL

Sirs:

I was horrified to read about the emotional debauch indulged in by the students of Wheaton College ("College Revival Becomes Confession Marathon," *LIFE*, Feb. 20). What kind of educators have we who encourage young people to dramatize themselves in this hysterical fashion? How can our young people be expected to do any intelligent thinking when they are lauded for such irrational behavior?

AGNES STEFFENS

Saranac Lake, N.Y.

Sirs:

Some of us Wheatonites were reading your article on our recent revival before psychology class this morning. You showed only half the story. If you had been here on the day the revival ended, you would have seen beaming faces and heard singing like you have never heard before. It was an evening of great rejoicing, relieved hearts and peaceful minds. Yes—we're sorry for our sins, but praise God, through Jesus Christ they are completely gone. Now that He controls our lives I feel that we Wheatonites are the happiest kids in the whole world.

Revival has not ended—not on your life! Be having your printing presses ready for such things occurring not only in our dear old U.S.A. (which was founded on such faith as we have) but the world over. This world is yet going to bow their knees to God who is the Lord!

DOROTHY C. MOELLER

Wheaton College
Wheaton, Ill.

CONTINUED ON PAGE 18

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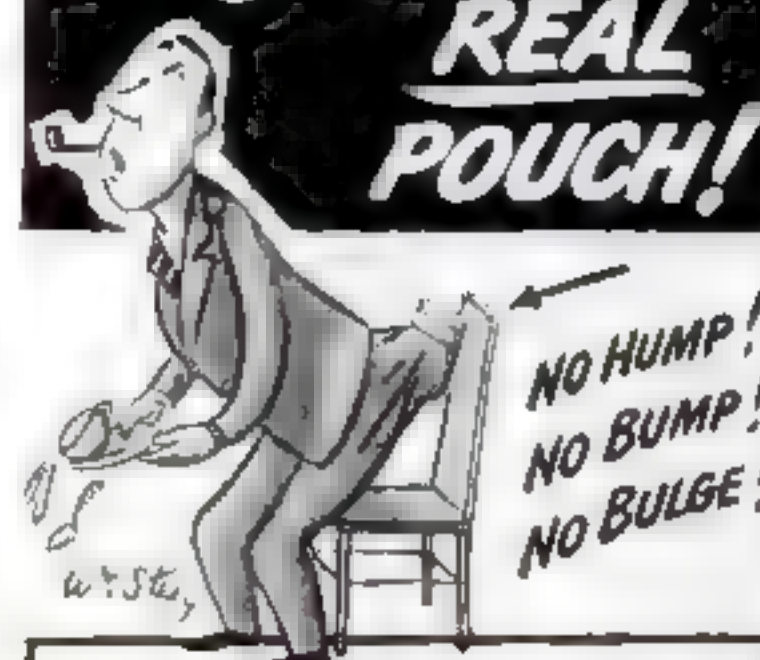
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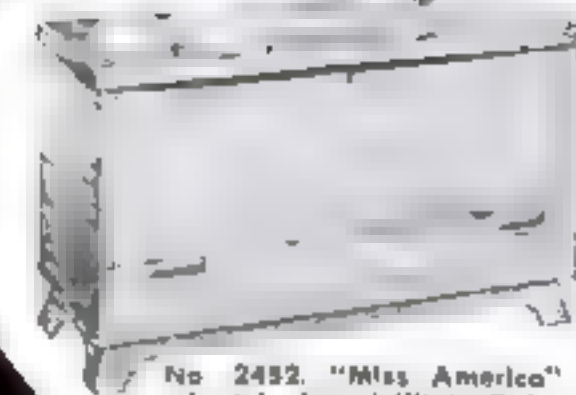
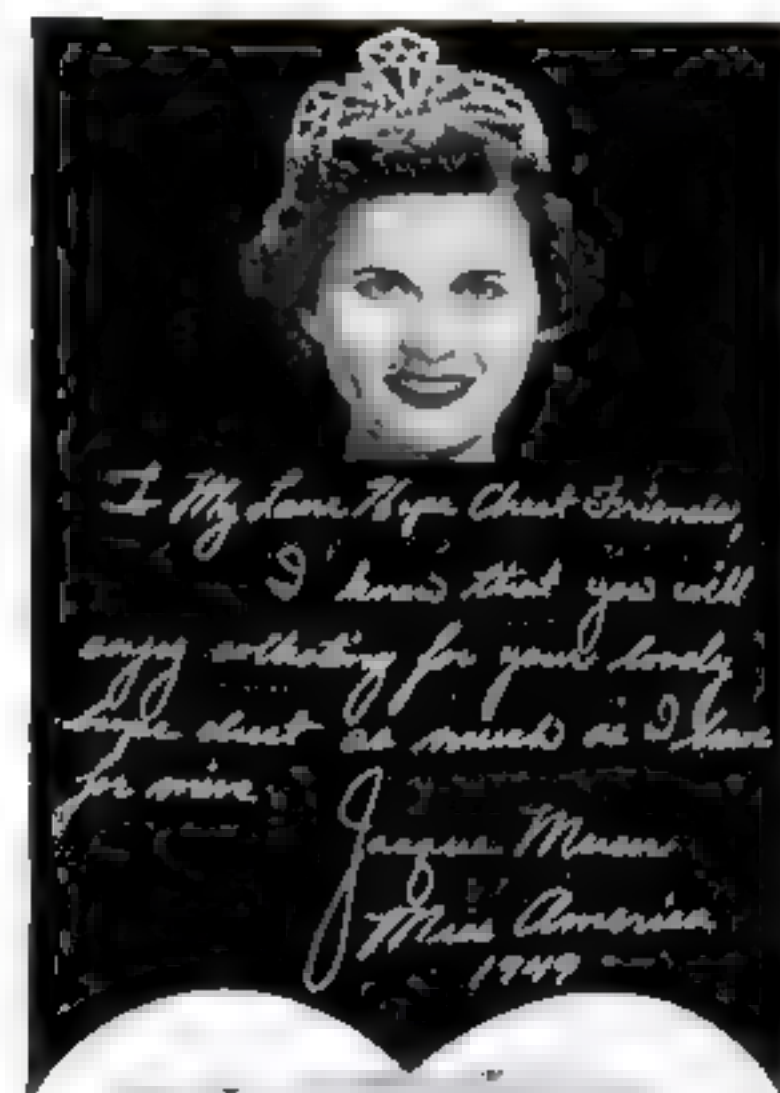
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ONLY Edgeworth
comes in a
REAL POUCH!



- Fits snug in your pocket—like a handkerchief
- Preserves that famous Edgeworth flavor

Enjoy today's super-mild Edgeworth



No. 2452, "Miss America" chest in limed white oak, with drawer. Same chest in Walnut, style No. 2502; in Cardovan, No. 2503; in Grey Walnut, No. 2504. \$69.95

LANE CEDAR HOPE CHEST
THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L29 for information, if desired.

A NEW STAR RISES

AC

PATENTED CORALOX INSULATOR

CORALOX is rising swiftly in public preference, because it eliminates the principal causes of spark plug trouble.

Fouling at low engine speeds—misfiring under heavy loads—failure due to heat shock—accumulation of oxide coating—these are primarily *insulator* troubles.

CORALOX is AC's patented Insulator. It has 4 times greater heat conductivity—10 times

greater electrical resistance at high temperatures—than the best ceramic insulator material in use before CORALOX. It is 3 times as strong. It is basic in chemical composition.

For better and more economical performance in your car, truck or tractor, use AC Spark Plugs with patented CORALOX Insulator. There's a size and type for *your* engine.

AC OIL FILTERS



AC FUEL PUMPS

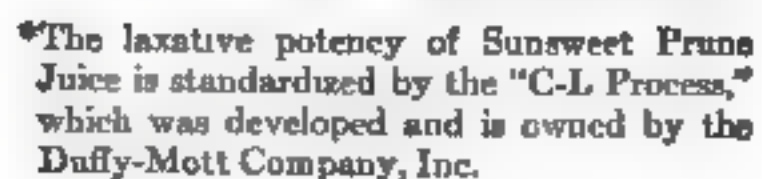
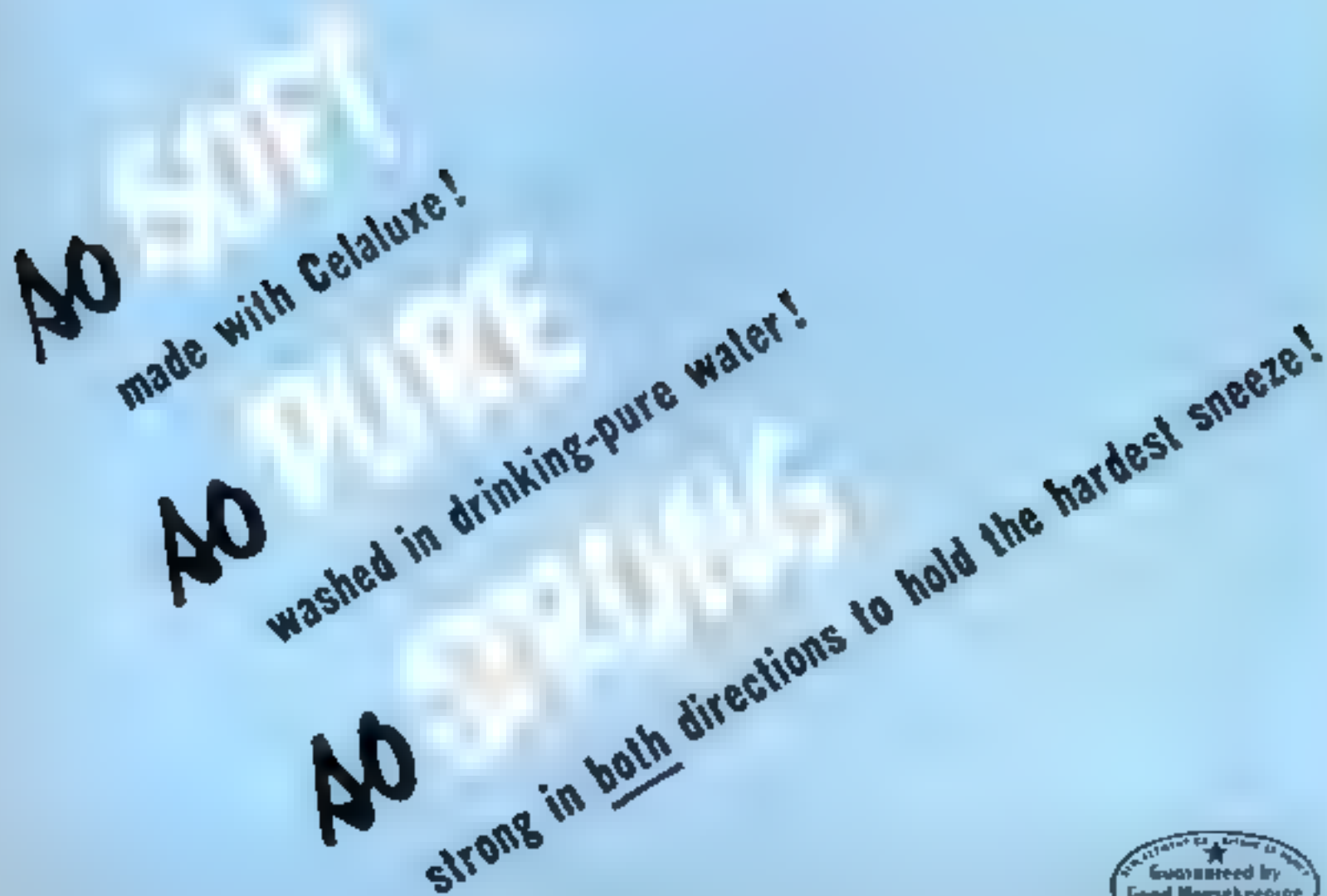
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MORE NEW CARS AND TRUCKS
ARE EQUIPPED WITH AC SPARK PLUGS
THAN WITH ANY OTHER MAKE

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Tissue



Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



Titian Sand and Auburn blend beautifully with your newest reds, browns, beiges, prints and pastels, and, of course, navy and black

Go Blonde one day, Brunette the next!

Van Raalte's Forecast Colors for Spring span the scale from pale Titian Sand to intriguing Auburn. And these newest Van Raalte shades give beautiful emphasis to your lovelier legs, your higher hemline. For there's nothing in the world nicer than Van Raalte nylons—with the exclusive Flextoe* feature. Frivol, 15 denier—51 gauge, \$1.50 the pair. Other Van Raalte nylons from \$1.25, at better stores everywhere.

—and Van Raalte is famous for gloves and underthings, too.



In your exact proportions—of course!



*They find your Flagship's
place IN THE SUN !*

THIS IS THE TEAM that defines the "comfort level" for your trip—the route around or above unfavorable weather.

Here begins your Flagship's flight...here in conference between pilot, dispatcher and meteorologist. Their accurate decisions, reflecting years of specialized study and practical experience, have played no small part in making air transportation such a safe, comfortable way to travel.

It is with a deep sense of respect that we of American single out the distinguished role played by our flight dispatchers and meteorologists...the "weather eyes" of the Flagship Fleet.

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SPEAKING OF PICTURES . . .

. . . Maine pond is proving ground for old saying about a hog on ice



The half-humorous, half-pathetic picture above, made by Photographer Kosti Ruohomaa on a frozen pond in Maine, raises a question about the old folk saying: "As independent as a hog on ice." The photograph appears to be a study in utter helplessness. The hog, with its feet sprawled out in all directions, is unable to rise and seems anything but a

cocky and confident creature. The irony presented by pigs in such predicaments was disclosed some years ago when TIME magazine ran a story describing a certain Mississippi lawyer as "independent as a hog on ice." Scores of readers wrote in protesting that a hog on ice is more helpless than haughty. Lexicographer Charles Funk, tracing the origin of the

simile, concluded that it came from the old Scottish game of curling, in which the stone pucks were called "hogs" because they sometimes stuck to the ice and "manifested a piglike indolence." Photographer Ruohomaa, carrying the research a step further, found that those who consider a hog independent and those who don't are both correct (*next page*).



*As more and more
better-dressed men learn
the comfort of Florsheim
Slip-ons, America's favorite
leisure shoes get down
to business—becoming an
accepted day-long style
for street and office.*

Florsheim slip-ons



*The Briar S-1226, in
Mocca Calf, \$15.95*

Other Styles \$15⁹⁵ and higher

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

HOG ON ICE CONTINUED



STRUGGLING TO GET UP, hog rises on its front legs but can't get its hind legs up because pads on its feet are smooth and get no traction on the ice.



GIVING UP after trying several times to get on its feet, the hog accepts its predicament as hopeless and takes it easy while Ruohomaa snaps its picture.



AFTER REFUSING TO MOVE while on ice, the stubborn hog is dragged off, thus proving that it can be both helpless and independent at same time.

Today's greatest refrigerator value— A BRAND-NEW 2-DOOR G-E AT A NEW, LOW PRICE!

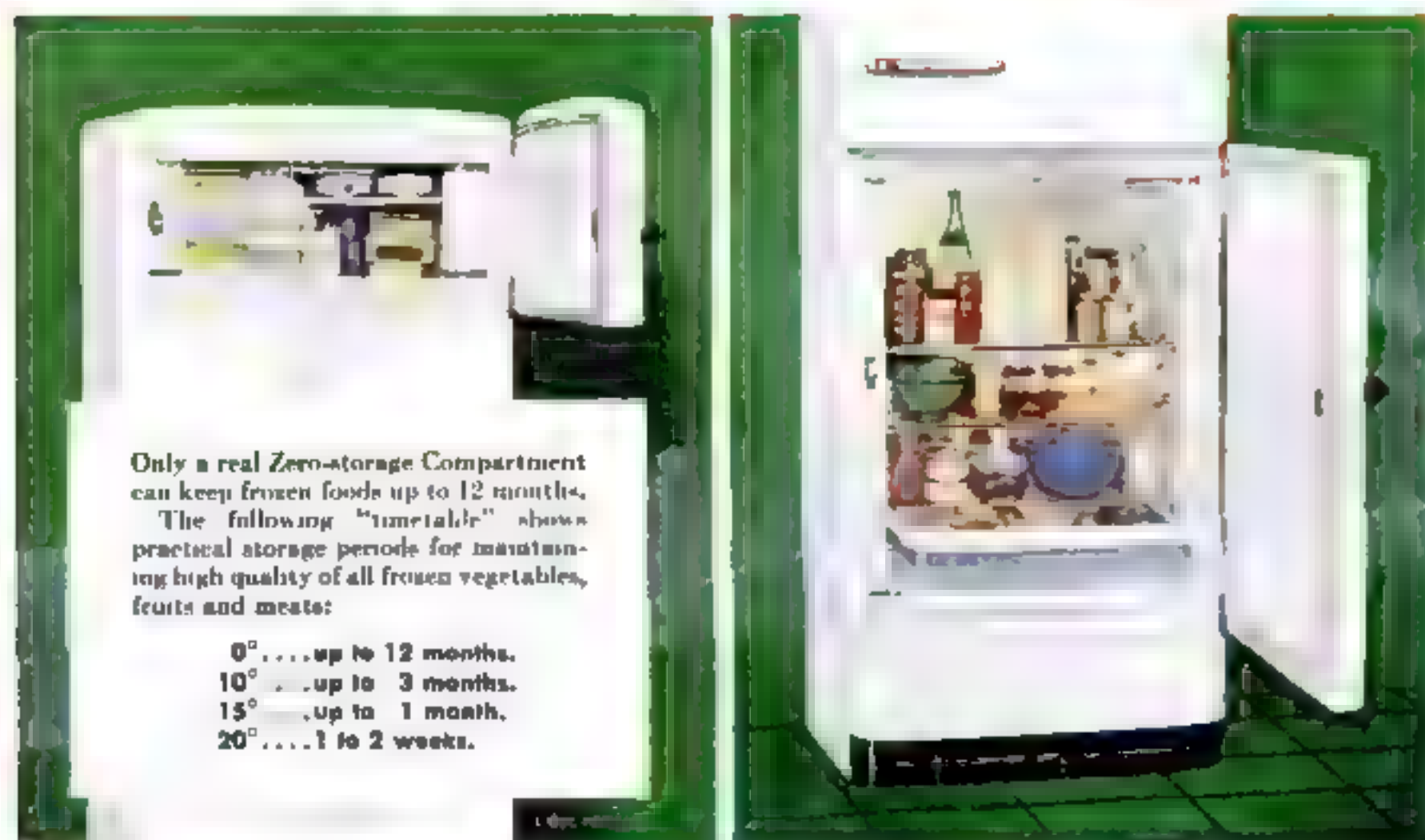
A Separate Refrigerator, A Separate Home Freezer In One Wonderful Cabinet!

NOW YOU CAN GET a famous two-door General Electric at a price near that of a de luxe standard refrigerator!

Actually—it's two wonderful appliances in one. The upper compartment is a real zero-degree Home Freezer, the lower compartment is a de luxe refrigerator. Each compartment performs its own special duty. Each compartment is separately refrigerated and insulated—each compartment has its individual door.

EXCLUSIVE! New, magic ice trays! One motion of the wrist releases all ice cubes at once . . . yet you can lift out one or several, as you choose, without disturbing the others! Never before such ease, such convenience!

WHY YOU NEED ZERO COLD HERE ↓ YOU NEVER NEED DEFROSTING HERE ↓



NOW AVAILABLE! For great Refrigerator-Home Freezer Combinations. No defrosting necessary in fresh-food compartments! Uncovered foods don't dry out! Deep fruit and vegetable drawers!



Model NJ-8G illustrated

Most important of all—G-E dependability!

THIS DOUBLE-DUTY servant is blessed with the famed G-E sealed refrigerating system—the mechanism that ticks off years and years of dependable performance.

Of the many millions of General Electric Refrigerators building an unsurpassed record for dependability—more than 2,200,000 G. E.'s have been in service ten years or longer! Many as long as fifteen, or twenty years or more!

Divide dollars by years and years of dependability—and you'll know why you should see your General Electric retailer today! General Electric Company, Bridgeport 2, Connecticut.

More than 2,200,000 G-E Refrigerators
in use 10 years or longer.

GENERAL  ELECTRIC

CHEF PAUL BRUNET of the famed Palmer House shows bride LOIS GRAHAM

3 dazzling desserts

THEY'RE A CINCH FOR ANY BRIDE
WITH **LIBBY'S** LUSCIOUS FRUITS!



ONE BIG REASON Chicago's Palmer House is famed for its food is Chef Paul Brunet who has served there brilliantly for over 20 years. To Chef Brunet, every dish, no matter how simple, must be a work of art.

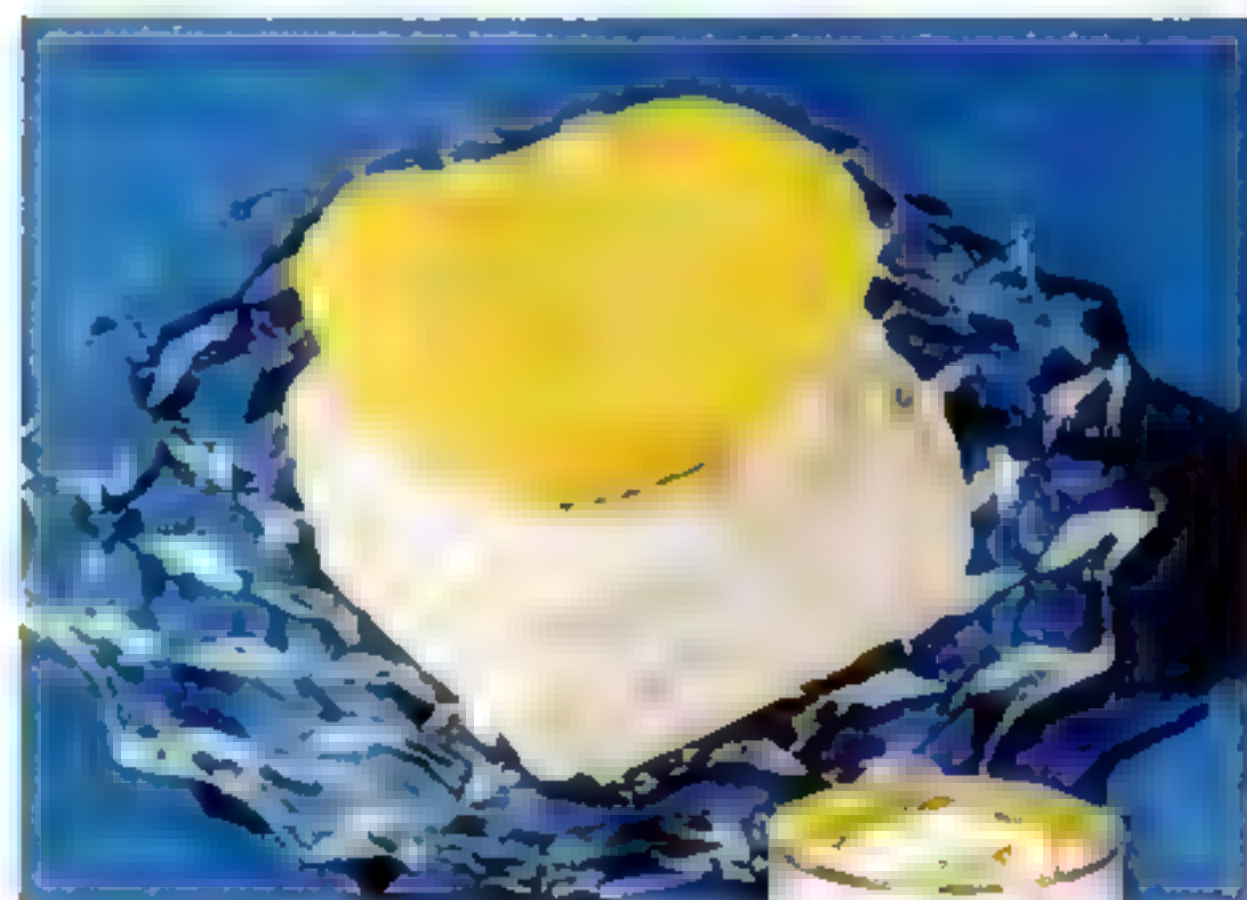
CHARMING MRS. VICTOR GRAHAM, whose recent wedding was an event of Chicago's fashionable North Shore, finds these three Brunet creations fetch compliments enough to turn any bride's head! "They look so gay," she says, "yet they're so simple. Chef Brunet has a magical touch. And Libby's Fruits give just the right flavor richness and color!"



CRÈME BRÛLÉE à la Libby's Fruit Cocktail. A made-in-advance dazler for your next dinner party. Following the directions in any cook book, make regular baked custard in individual baking dishes. Cool at room temperature. Lightly cover each with a $\frac{1}{8}$ inch layer of sifted light brown sugar. Place custards on cold rack close to heat in pre-heated broiler until sugar is just melted and glazed. Chill.

Just before serving, you add the crowning glory: Libby's fine, jewel-like cocktail fruits—"little jewels" cut from the same quality of whole, hand-picked fruits that Libby packs individually!

Before topping with drained Libby's Fruit Cocktail, crack the glazed top of each Crème Brûlée by a quick tap of a spoon. Garnish with mint and serve with plenty additional Libby's Fruit Cocktail. *Libby, McNeill & Libby, Chicago 9, Ill.*



PÊCHE MERINGUE. Use a square of any cake you have. Cover top and sides with meringue (see any cook book) and top with a well drained Libby's Peach Half. Libby's are pick-o'-the-crop peaches. So lush! Bake in moderate oven (375°) 10 minutes and serve at once.



GINGERBREAD DE LUXE. A new twist on an old favorite! Make gingerbread from a cook book recipe or a prepared mix. Top each square with a drained Libby's Pear half—so deep-rich in flavor. Serve with custard sauce.



IN ALL FRUITS LOOK TO *Libby's* FOR PERFECTION!

LIFE'S REPORTS



CHINA'S LI BREAKS HIS SILENCE OVER TEA IN SUBURBAN NEW YORK

CHINESE PRESIDENT FINDS HE IS NOT

by WILLIAM P. GRAY

Prime Minister Nehru of India, the Shah of Iran and President Quirino of the Philippines have all paid state visits to the U.S. in recent months, and each has been given the full red-carpet treatment by the White House, the Secret Service and New York's Grover Whalen.

Another Asiatic statesman landed here three months ago, but he chose seclusion, and until last week he had been given no treatment at all, except surgical. Then, while still convalescing from a stomach operation performed last December, President Li Tsung-jen of Nationalist China was given the quick heave-ho by an old and powerful rival, Generalissimo Chiang Kai-shek. Moving as calmly and as swiftly as he did when relinquishing China's presidency 13 months ago, the Generalissimo announced in Formosa that as of March 1 he would resume both the presidency and command of the armed forces. The maneuver made Li the only visiting president ever to lose his job while a guest in the U.S.

Anticipating such a predicament, President Li sent me an invitation about two weeks ago to visit him at the stone-fronted, English-style house in Riverdale, a suburb of New York City, where he had moved from Manhattan's Presbyterian Hospital. Since I had known him in China, he had decided to interrupt his seclusion and talk openly about his problems.

The house was festooned with icicles and sleet was falling when Photographer Leonard McCombe and I arrived there. Li Tsung-jen, a short but erect man, was standing in the living room, wearing a maroon silk dressing gown, yellow checkered pajamas with the legs stuffed into gray socks, and brown leather slippers. As he greeted us, smiling, he slashed the air in front of his stomach in a gesture which lacked only anesthesia for a full portrayal of his hospital experience. Then he seated himself behind a tea table (above) near an iron statue of a serene, old

CONTINUED ON NEXT PAGE

Announcing the World's Most Useful Radio



Model 504, above, ivory plastic cabinet, \$38.95. Burgundy, \$35.95; Rosewood, \$34.95, in the East.



CLOCK-RADIO

Millionth Jubilee Model



"It lulls me to sleep to music, then turns itself off! Wakes me to music, too, automatically. If I doze off, it buzzes till I give up and get up! Hard of hearing? It wakes you by a light!"



"Its automatic Electronic Servant turns my electric coffeemaker on and off—operates many other appliances for me, even when I'm out!"



"It turns on my favorite radio programs any time, automatically. Smart radio—dependable G-E electric clock, tells time even in dark."



"It reminds me of important appointments, sales meetings, calls. All these amazing services at the price I'd pay for a radio alone!"

General Electric Company, Electronics Park, Syracuse, N. Y.

FREE Week end with FRED WARING!

Nothing to buy! Nothing to write! See your G-E radio dealer today for official entry post card. Win trip to New York City for yourself and companion, two days at the Waldorf-Astoria, party with Fred Waring's Pennsylvanians, complete Spring wardrobe and the Millionth G-E Clock Radio for winner. Plus 20 replicas of the Millionth G-E Clock Radio for other winners! Entries must be postmarked before midnight, March 31, 1950.

You can put your confidence in
GENERAL GE ELECTRIC

No more problems



with curves or calories...



I've discovered

**Kleinert's*

**Slimderella Girdle*

and

Helena Rubinstein's

10 day diet...

You, too, can take pounds off your figure, and years off your looks.

Here's the double beauty secret:

Wear Slimderella... the different rubber girdle that gives you perfect comfort, perfect control. Slips on like a stocking, thanks to the cool, absorbent knit cotton lining, the long zipper. All over perforations, fleece lined bottom edges, and flat seams.

Every inch sizes from 24 to 36...

Slide-fastened Slimderella... \$4.50

Step-in Slimderella... \$3.50

Use Helena Rubinstein's Beauty Diet FREE with your Slimderella girdle.

The same diet that has slimmed thousands, in this world-famous beauty authority's Fifth Avenue Salon. Lose as much as 7 pounds in 10 days... safely, easily.

FREE, too... sample of Kleinert's

***Mirelle**, a delightful deodorant powder.



***Sani-Seants**

Really smooth protection for trouble-some days! Dainty, knit panties with waterproof panel. Tails for pins. White and flesh in run-proof rayon... \$1.25, rayon Tricot... \$1.50, Nylon Tricot... \$2.50. All sizes.

***Chafe Guard**

Made of fine quality absorbent rayon and comfortable elastic, in white or flesh, sizes... small, medium, large and extra large. Each... \$1.25. In quick-drying Nylon Tricot... \$1.75

***Braforms**

They work for your glamour in two ways. Uplift bra gives you wonderful lines—the attached shields protect your clothes. Nylon marquisette, 32-42. White, nude... \$2.

LIFE'S REPORTS CONTINUED

Chinese god whose hands were pointed as in prayer and whose static gaze was fixed on Li.

This was the man, once a backwoods warlord and a hero of the resistance against Japan, who in the spring of 1948 had been elected vice president of China in the first and only Chinese elections held under a new Western-type constitution. Li won over the opposition of Generalissimo Chiang Kai-shek, the president, and his election amounted to a successful revolt in the Kuomintang party, a revolt by ballot. Having lost to both Li and the Communists, Chiang "retired" early in 1949, leaving the presidency to Li. Then, 11 months ago, when the conquering Reds were demanding punishment of Nationalist "war criminals," President Li made front-page news again with a startling gesture. He told the Communists he would let himself be "burned in oil" or even "dismembered" if they would settle for that sacrifice and quit all the fighting. The Reds ignored his offer, and after that Li didn't seem to matter much. He looked quite happy now, however, at his Riverdale residence.

His surgeon, Dr. Frank McLoney of New York City, who was there with him, explained to me that the operation had been performed to cure Li's 12-year-old stomach ulcers and extensive gastritis. Li was recovering nicely. "In fact," said the doctor, "he is ready to consider returning to China as soon as conditions are favorable."

With slender fingers, President Li chose a Sano cigaret ("joyous aroma... less nicotine") and offered his guests a British brand, evidently unperturbed that Great Britain no longer recognizes his government. Then he told his story.

"A plot has been shaping up," said the president. "It is a plot to usurp my power by taking advantage of my trip to America. It is a plot to set aside the new constitution of China and bring the Generalissimo back into the presidency through the rear gate. I am concerned about the harm which will be done to China's effort to achieve democracy."

"It is like a South American revolution," his interpreter, Dr. Kan Chieh-hou, explained.

Like the iron statue, the talk lent the room a certain air of unreality. At a time when his nation's ancient civilization was all but destroyed, Li spoke of defending China's new "constitutional democracy."

"If the plotters succeed in tearing up the constitution," he said, "the Chinese Republic will have suffered its second great tragedy." The first, he explained, was

Beautiful Hosiery
is now convenient

at your
DRUG STORE

Airmaid
NYLONS

more wear
in every pair

An unlucky run at the top of your lovely Airmaid gets nowhere! The Double Run Stop goes defensive as a watchdog and refuses to let the run go into the filmy length of stocking.

Elastic Stretch Seam, Diamond Point Toe, Right Angle Heel, Super Twist Yarns are other fashion-value features of

AIRMAID NYLONS that assure you more wear in every pair.



look for the label

Your drug store has beautiful Airmaid Nylons or can get them for you quickly from Airmaid Hosiery Mills, Dallas, Texas

Pleasant
TO TAKE

Pleasant
IN ACTION

Pleasant
FOR CHILDREN
& GROWN-UPS

When Nature 'forgets' remember

EX-LAX
THE CHOCOLATED
LAXATIVE

104

CONTINUED ON NEXT PAGE

Poof! There goes perspiration!



Now try Stopette—the deodorant that changed a nation's habits!

Milions now *spray* perspiration worries away with amazing Stopette Deodorant in the famous flexi-plastic bottle.

A quick squeeze checks annoying perspiration, stops odor. You never touch Stopette... hardly know it touches you. Wonderfully economical, harmless to normal skin or clothes.

Wonderful for men, too!
2 sizes 2½ oz \$1.25, 1 oz 60c.
At cosmetic counters everywhere.

JULES MONTENIER, INC., Chicago

Stopette
THE ORIGINAL
SPRAY DEODORANT



"I WILL... CRUSH THIS PLOT...."



"... I CANNOT BE REMOVED...."



"... I RUN A GOVERNMENT...."

LIFE'S REPORTS CONTINUED

the scrapping of an earlier constitution in 1914 by another strong man. Against the tragic events of recent years his legalistic approach had the ring of grandiose absurdity. But Li began to tie together an argument which 1) explained why he could not be removed from his unenviable job; 2) ultimately touched the realities of his government's fight against Communism.

"In the first place," said the president, "I cannot be removed from office by this... 'emergency committee' of 12 plotters who are trying to remove me. They are only political party members. I run a government. It would be like a dozen Democrats asking President Truman to quit so they can appoint another president of the United States."

The president's interpreter interjected that the threat of impeachment also was being bandied about Formosa and added with surgical exactitude, "Illness is never a reason for impeachment. If it were, President Quirino of the Philippines could have been kicked out for coming to the United States for his

CONTINUED ON NEXT PAGE

AMAZING SHAMPOO DOESN'T ROB HAIR OF NATURAL OILS

Doesn't destroy precious natural oils your hair needs to be...



PROCTER & GAMBLE'S GUARANTEE

Buy Shasta. Use only once. If you're not overjoyed with beauty results, return unused portion to your dealer and get your money back.



NEW, IMPROVED

SHASTA beauty cream **SHAMPOO**

Doesn't rob hair of natural oils

Even dull, dry, unruly hair looks unbelievably softer, shinier, more beautifully groomed, after your first Shasta shampoo. New, improved Shasta doesn't rob hair of its natural oils. That's important because your hair must have these natural oils to be naturally soft, shiny—healthy.

If you're not entirely satisfied with the appearance of your hair, try new, improved Shasta today. See how lovely your hair can look. Remember, Shasta doesn't rob it of its natural oils.

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H. R. QUEEN MARY
YARDLEY LONDON



*This simple complexion care
won't let the wind be hard on your skin*



To help keep your skin dewy soft and fresh, even when you're outdoors a great deal, make Yardley Night Cream a part of your beauty routine. Originated in England, where weather can be its worst, this rich cream helps to protect your skin from the drying sun and the chapping wind. It lubricates, softens, and refreshes, makes a luxurious beauty treatment you can easily give yourself, before you retire, or during the day when you're bathing or taking a rest. \$1, plus tax.

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Night Cream

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LIFE'S REPORTS CONTINUED

operation in January. And he had only some kidney stones removed. President Li had two thirds of his stomach cut away."

Now the president lighted a fresh cigaret and began explaining his program for combating Communism. He said he could fight best without Chiang's help. He contended that Chiang is discredited and that China's people, though many are "already disillusioned with the Communists," would not respond again to Chiang's leadership but only to a "liberal anti-Communist government."

"It is quite possible to defeat the Communists yet," said Li. "They have disappointed the people with their forced conscription of peasants into the Red army, their high taxes, their grabbing of crops and their treaty with Stalin. Moscow is the new owner of China's house. If Formosa can be made the base of a democratic remnant of China, we can carry on the fight."

Who controls those resources of the Chinese government, including gold and sound currency, which were removed from the mainland to Formosa for safety?

The president replied that his rival, Chiang, still controlled most of these, since Chiang's special police guard the depositories of gold and sound currency. This Li found a handicap in his conducting of national affairs.

As his nurse called him to lunch, I asked the president if he had been quoted literally about his offer to be "burned in oil" last year. He said yes—approximately. Actually he was using the metaphor of an old Chinese proverb, and he felt it might be refined somewhat to read: "I will step into boiling water or throw myself into the frying pan." He meant that he did not want to see the Chinese people suffer from further war. "I would have given up everything," he said.

What if the "plot" against him succeeded?

The president answered at once, "I will denounce the constitution breakers, and I will be able with the help of many who defend it to crush this plot."

In making the announcement of his return last week, Generalissimo Chiang made it plain that he had regarded Li as the acting president only. He said, "The world situation has changed for the worse."

In Riverdale, Li Tsung-jen believed that too. Consolation came, however, in the form of an invitation from President Truman, who finally asked Li to have lunch with him and talk things over—a move that would "make face" for any statesman in Li's awkward fix.

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



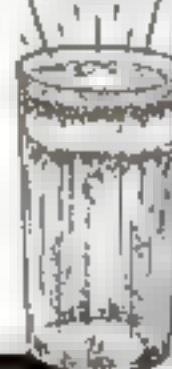
When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back.

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co., since 1887.

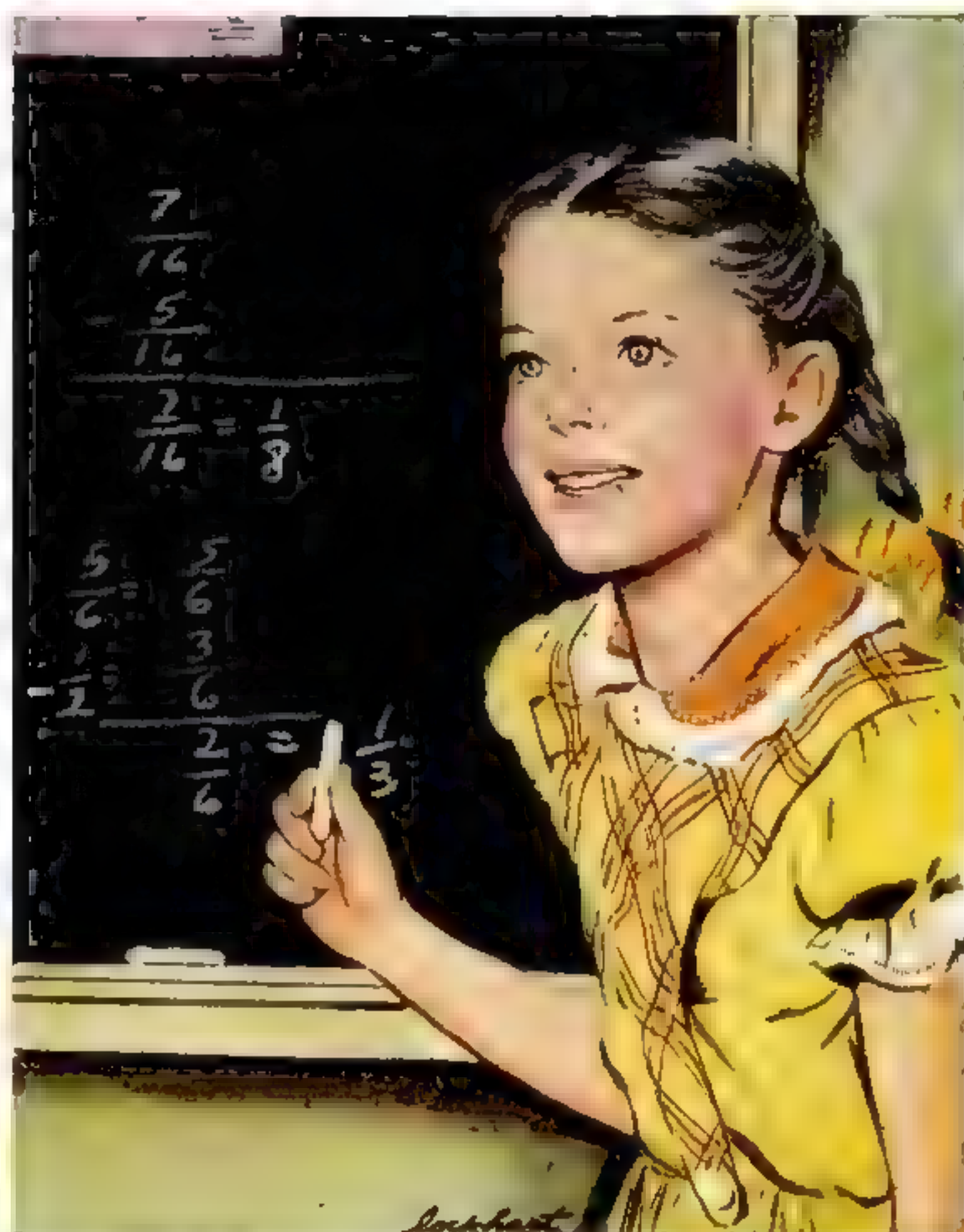
EFFERVESCES WITH SPLIT-SECOND ACTION



- A "PRO" Comb will give your hair that "professional touch". Teeth are smooth and rounded—won't scratch scalp!
- Perfectly molded—no irregularities to catch hair. Easy to clean!
- Light in weight, yet strong and flexible to prevent breakage.
- Wide choice of styles and colors for men and women.

**PRECISION MOLDED
PRO-PHY-LACTIC
COMBS**

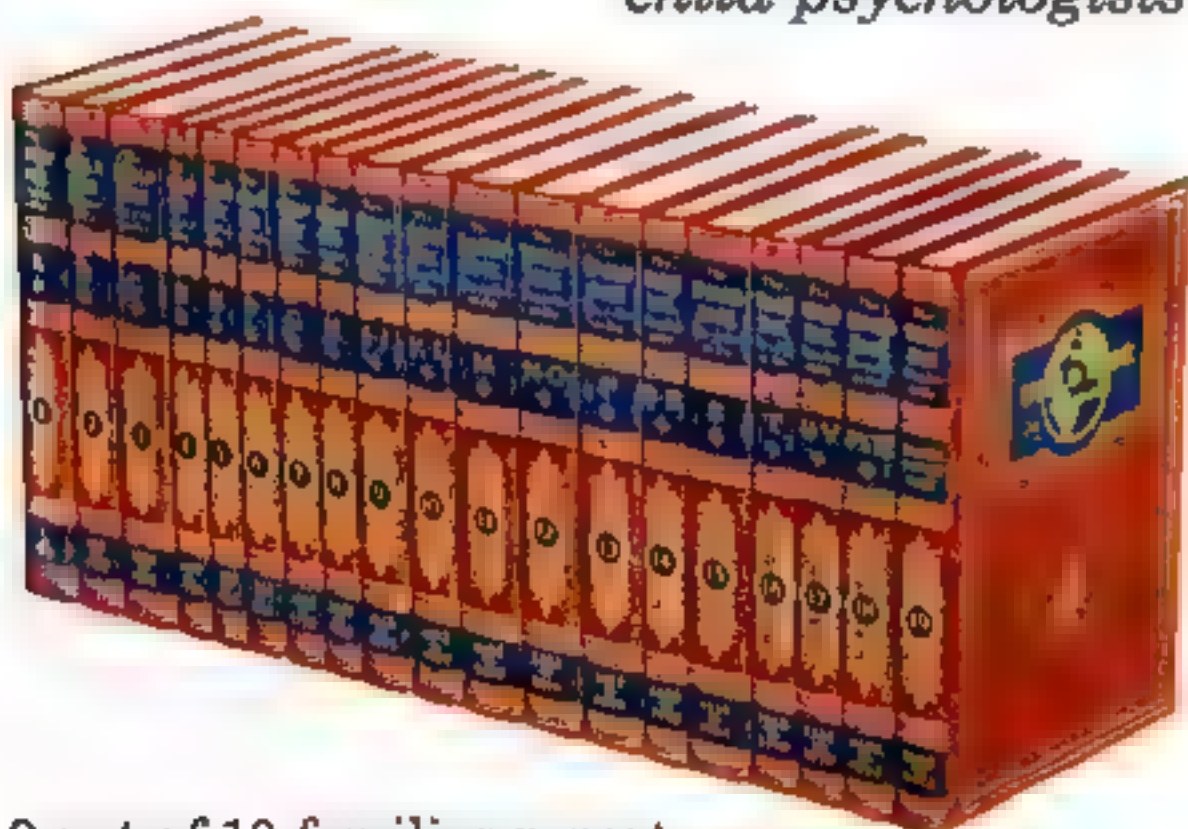
What makes one child brighter than another?



Success or failure in school often depends on mental stimulation in the home,



say modern
child psychologists



9 out of 10 families report
their children advance more rapidly with

WORLD BOOK Encyclopedia

New 19 volume \$2,000,000 edition, profusely illustrated

World Book Encyclopedia is sold only by authorized representatives. For a position in your community, write Mr. F. L. Martin, World Book, P.O. Box 5968, Chicago 80, Illinois.

School work "comes easy" to some children. To others, it is drudgery. Why? No one can give a complete answer, but parents may find a clue in what child psychologists say about learning:

It has been discovered that by providing children with mental stimulation in their home environment, their interest in school work may be made livelier, so that they learn more and learn faster! Remember that children spend only 9% of their time in school. The other 91% is spent at home!

One of the best ways to stimulate your children's minds is to give them the World Book

Encyclopedia to help them learn at home. Because it's lively and interesting—and written so children can understand and use it—World Book makes children want to learn, want to know more. And here's the proof: In a recent national survey of families who bought the World Book, 9 out of 10 reported that their children had become more interested in school work and were earning better grades!

Your children can enjoy the benefits of the World Book for only 20c a day on time payments! So act now—send in the coupon below that will bring you a big 16-page booklet about World Book—and two other ~~free~~ gifts as well!

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for **3 FREE GIFTS**

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P.O. Box 5968, Chicago 80, Ill.

Please send me, without obligation, World Book's three ~~free~~ gifts for my family's future—the booklet "How to Guide Your Child Toward the Right Career," the illustrated Fun Quiz, and the booklet explaining how World Book helps children toward success.

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Address

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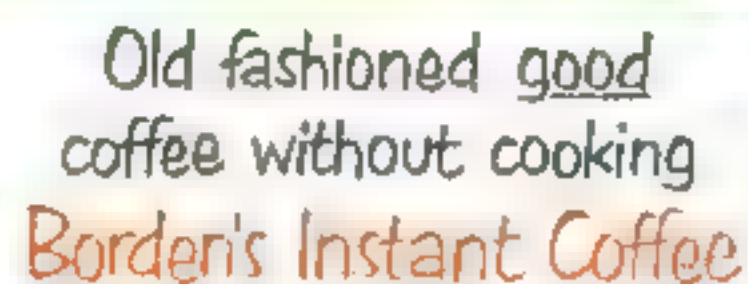
ELSIE'S SPRING TRIO

3 dishes - 2 "hots" and a "sweet"



4 tablespoons butter or margarine
1/4 cup flour 1/2 teaspoon salt
1/4 teaspoon dry mustard
1 teaspoon Worcestershire sauce
1 14 1/2 oz. can Borden's
Evaporated Milk 1 cup water
3 cup packed mushrooms, sliced
5 hard cooked eggs, quartered

1 cup Borden's grated American Cheese
Melt butter or margarine and flour salt. Must-
ard. Worcestershire Sauce. Uppercrusts, corn-
starch. Stir in Borden's grated American Chee-
se. Evaporated Milk. Heat in a smooth and
creamy Borden's Evaporated Milk sauce and
water cook over boiling water stirring until
thickened. Add cheese. Stir until melted. Add
mustard and eggs. To the center of rice
cups. Serve in toast. Makes 6 servings.



Here's the offer that's just too good to pass up: A 10% real estate off on your home savings plan up to 20% under a brand of home office.

Yeast is added as it is the principal leavening agent and, furthermore, the yeast makes the brown crust. Yeast is also added to the batter to give it the light, airy quality or texture that is the reason for its flavor.

Sediment formed by the size of the grains. It can be divided into four types: coarse-grained sediment (gravel, pebbles), medium-grained sediment (sand), fine-grained sediment (silt, clay) and very fine-grained sediment (clay). The grain size of the sediment is related to the distance from the source.



Another "Magic Recipe" by

Make cake from prepared mix and turn into a greased 8 inch square pan. Bake as directed. With knife cut almost to bottom of cake 1 inch from edge. Lift out center and fill hollow. Filling:

1 1/2 cups (115 oz) Eagle Brand Sweetened Condensed Milk	1 teaspoon grated lemon rind
1 egg yolk	2 egg yolks
1/2 cup lemon juice	1/2 cup brown sugar

Combine all ingredients except sugar and blend. Fill hollow and replace top. Sprinkle top with confectioners' sugar using paper doily to make design. Serves 8.

FREE Eagle Brand MAGIC Recipes —Address Elsie Dept. L. a., Box 175 New York 46 N.Y.

 THE WARREN COMPANY

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LIFE'S COVER

The conductor of LIFE's guided tour to spring fashions (pp. 61-70) is Dorian Leigh, a 29-year-old, 103-pound housewife and mother who is one of New York's most popular, most inexhaustible and highest-paid models (weekly average: \$600). On one of the days she posed for LIFE she rose at 6:30 for breakfast with her three children, caught a 7:46 train from her Bucks County, Pa. home, started work in New York at 10 and finished at 2:30 a.m. In this picture Dorian wears an Adele Simpson suit (\$125) with chopped-off sleeves and deep neckline, lots of all-white accessories, a John-Fredericks hat (\$49.50).

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How we retired with \$200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember that date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. Someday we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There was, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it I could arrange to get a guaranteed income of \$200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in 1926. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was that a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is guaranteed for life!

Send for Free Booklet

This story is typical. Assuming you qualify at a young enough age, you can plan to have an income of \$100 to \$200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans. Similar plans are available for women—and for employee pension programs in industry.

Don't delay. Send for your copy now.

PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
799 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name

Date of Birth

Business Address

Home Address

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
799 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

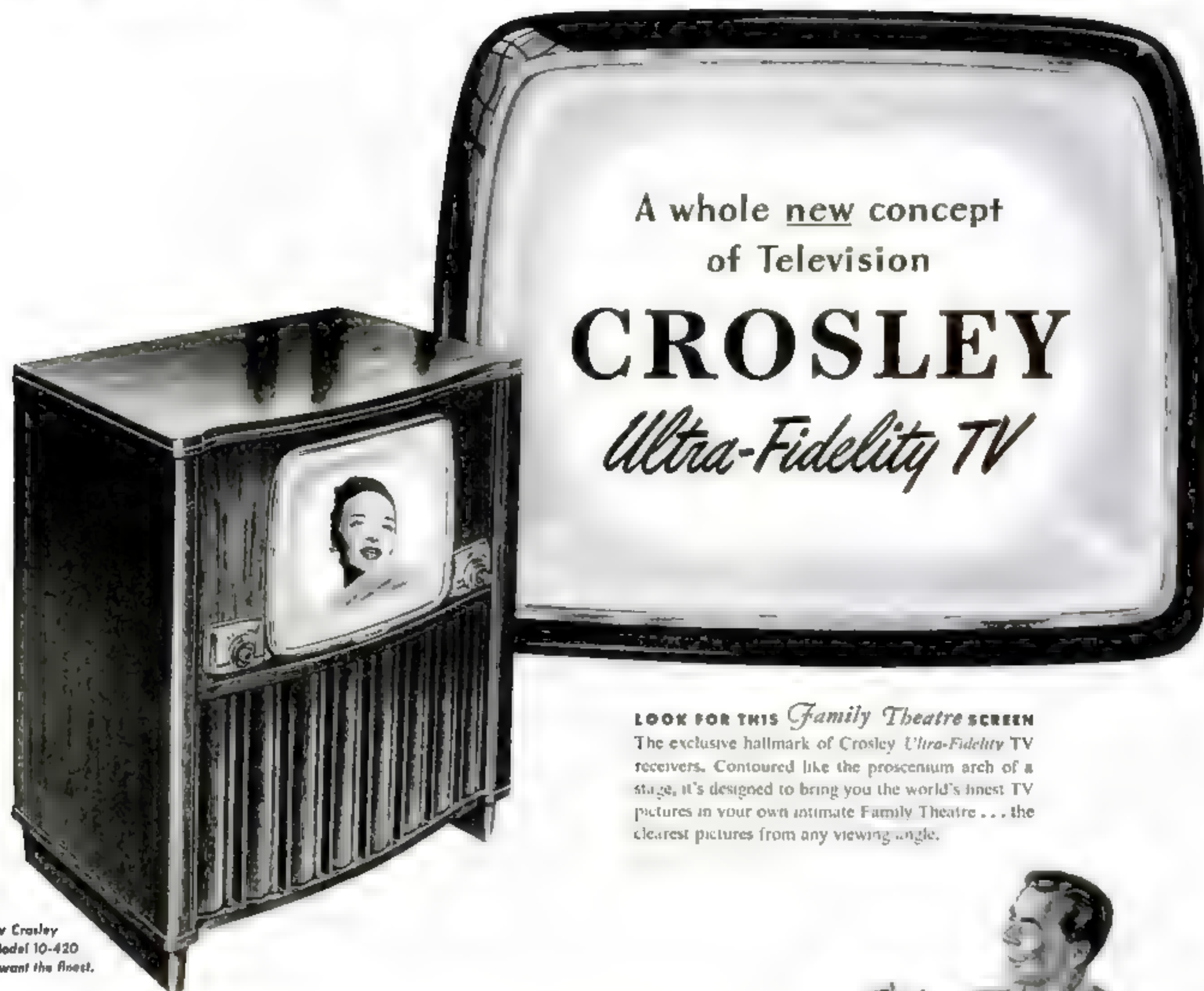
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Date of Birth

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Home Address

Superb Design — Marvelous Performance!



The beautiful new Crosley 12½" Console Model 10-420 for families who want the finest.

1. New Wide-Angle Viewing (more



than 90°) is the first of three developments contributing to the excellence of Crosley Ultra-Fidelity TV!

The beautiful, curved crystal which distinguishes the set's appearance, permits the widest possible angle of viewing. You may sit just about anywhere in your living or television room... and see Crosley's superb pictures from any viewing angle without distortion.

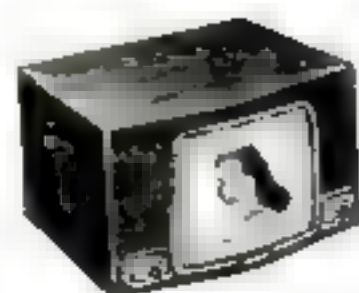
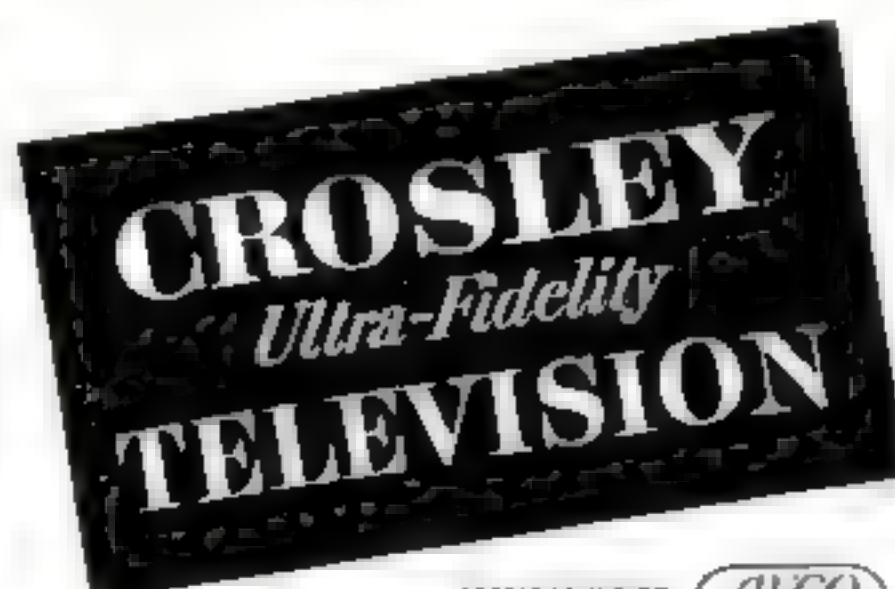
2. New Ultra-Lite Picture Tube is the second remarkable TV advance that contributes to Crosley's clearest pictures. This Ultra-Lite



Tube vastly improves the quality of the pictures you see... by increasing the sharpness of all tones between black and white... and by reducing stray light from outside sources.

The beautiful 1950 line of Crosley television receivers includes models for every taste... and for every size room. Shown here is another new addition to the line... the graceful 12½" Table Model 10-404.

3. New Unified Design is a third Crosley TV development for 1950. For the first time in history, here is a TV receiver in which viewing screen, picture tube, circuit, cabinet—everything is designed as a unit. All parts of Crosley Ultra-Fidelity TV harmonize to give you a whole new concept of television performance and beauty. Crosley TV sets are styled to complement the handsome furnishings in your home. And because seeing is believing, we suggest you see Ultra-Fidelity TV for yourself, quickly.



CROSLEY U.S. ON
Circuitry 25-1010



THE clearest picture from any viewing angle

Better Products For Happier Living

Shelvard® Refrigerators... Freezers... Electric Ranges... Steel Kitchen Cabinets
Sinks... Garbage Disposers... Electric Water Heaters... Radios... Television •●

THE GREAT LEOPARD HUNT



BEFORE ESCAPE the nameless, 4-year-old leopard snarls in its cage.



DEPLOYED LIKE FIGURES IN A COMIC STRIP, DOGS, POLICE AND A HELICOPTER SEARCH FOR THE VILLAINOUS LEOPARD

FEARLESSLY THE PEOPLE ARISE AND CONQUER THE BEAST WITH A MICKEY FINN

The awful beast, the snarling, kill-crazy, 175-pound leopard, escaped from the Oklahoma City zoo on Saturday afternoon, Feb. 25. Only two months out of India and full of savage jungle guile, the big \$400 cat roamed free to set up a reign of terror. But immediately American know-how leaped into the breach. The battle-hardened marines were mobilized, along with the selfless Red Cross, the wide-awake Civilian Air Patrol, the fearless press, the vigilant police and the plain citizens who put aside their tools and courageously seized their rifles, shotguns and ice picks.

As soon as the alarm went out, Oklahomans—indeed, the entire nation—rallied to the hunt. Zookeeper Julian Frazier warned that the beast would “kill for pleasure,” and orders were passed to shoot it on sight. Walkie-talkie radios and helicopters were brought up. Intrepid “lion dogs” were

flown in from Denver. The Red Cross designated Oklahoma City a disaster area. Volunteers combed the countryside, burning 640 acres of brush searching for the leopard’s spoor. Advice on how to deal with the beast poured in from the best leopard brains in the U.S.

After almost three days of freedom the leopard sneaked back to the zoo, having harmed no one. Waiting for it were 4-pound chunks of horsemeat soaked with chloral hydrate, the ingredient of the Mickey Finn. The leopard ate, grew drowsy and was captured. Fifteen hours later it died.

Then many Americans, thinking of the great beast in death, suddenly felt sorry. Perhaps it was a pity that the beautiful animal, killed not in fair combat but by a massive Mickey, had died with its eyes fixed not upon the Himalayas but upon the tired, businesslike face of a veterinarian.



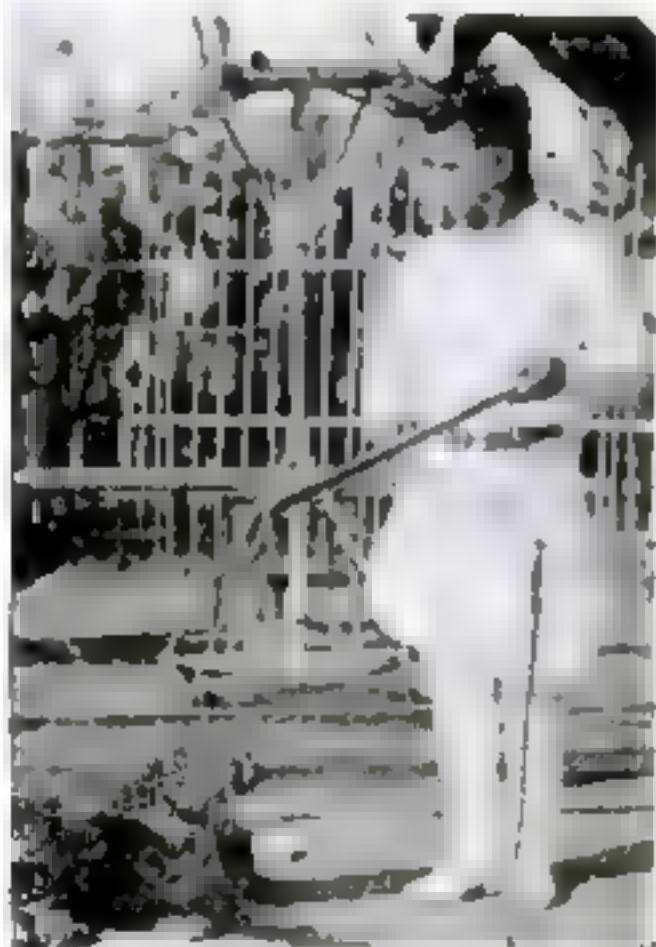
TRAINER CLYDE BEATTY



CURATOR LEE CRANDALL



EXPLORER JAMES CLARK IN TIBET, MOUNTED ON A YAK



TRAINER DAMOO DHOTRE



NATURALIST CARL AKELEY

EXPERTS OFFER ADVICE ON HOW TO CATCH LEOPARD

Experts were divided on the question of how best to capture or kill the beast. Mrs. Carl Akeley, widow of the naturalist, recalled that her husband had once disposed of a troublesome leopard (shown in picture above) by stuffing his fist down its throat and choking it. However she advised Oklahomans to catch theirs in a trap baited with a live goat. Animal trainers Clyde Beatty and Damoo Dhotre concurred. Lee Crandall, curator of the Bronx Zoo, suggested tracking it with dogs. Dr. James Clark, of the American Museum of Natural History, said "Use buckshot. If you come to close quarters, he will be on you like a bat out of hell."

3,000 HUNTSMEN TAKE UP THE CHASE AND NOT ONE IS BLOWN UP OR SHOT



MOBILIZED MARINES, members of an Oklahoma reserve group, get their orders. After a day in the field one of the marines was heard to say, "Guam was never like this."



POSSIBLE KILL of beast turned out to be a mysteriously chewed-up rabbit.



DEAD DOG aroused speculation, but cops examined it and concluded it was a dead dog.



LEOPARD'S PIT at the zoo is third from top. Lined with concrete, it was thought to be escape-proof. Leopard jumped out. When he came back, he entered tunnel (arrow).

When the hunt began, everyone unselfishly pitched in to do his part. About 3,000 Oklahomans took the field, accompanied by bird dogs, Scotties and other household pets. Children came with cap pistols, old men with Army rifles. An impromptu intelligence system immediately began to function. Mrs. Floyd Crabb, 21 miles away in Arcadia, said that something had stampeded her cows during the night. Other agents reported seeing the leopard in various suburbs,

but the voracious beast invariably dodged pursuit. In 61 hours more than 100 square miles were covered and at least four shots were fired. But so expertly was the hunt conducted that not one of the neighborhood's nitroglycerin magazines, which hold explosives for oil-drilling operations, was blown up. None of the eager searchers was injured seriously enough to warrant hospitalization, and property damage was limited to the burning of one square mile of brush.



LEOPARD'S TRACK was found in soft mud about 6 miles from the zoo on day following the leopard's escape.



BRUSH FIRE, set to flush leopard, blazes near town of Wicher. Rabbits, birds, mice, cats were driven out

by the blaze, but no leopard. This illustrates the old saying that the best-laid plans of men often do not succeed.



WILY ZOOKEEPER Julian Frazier sets out a 4-pound chunk of horsemeat heavily doped with knockout drops.

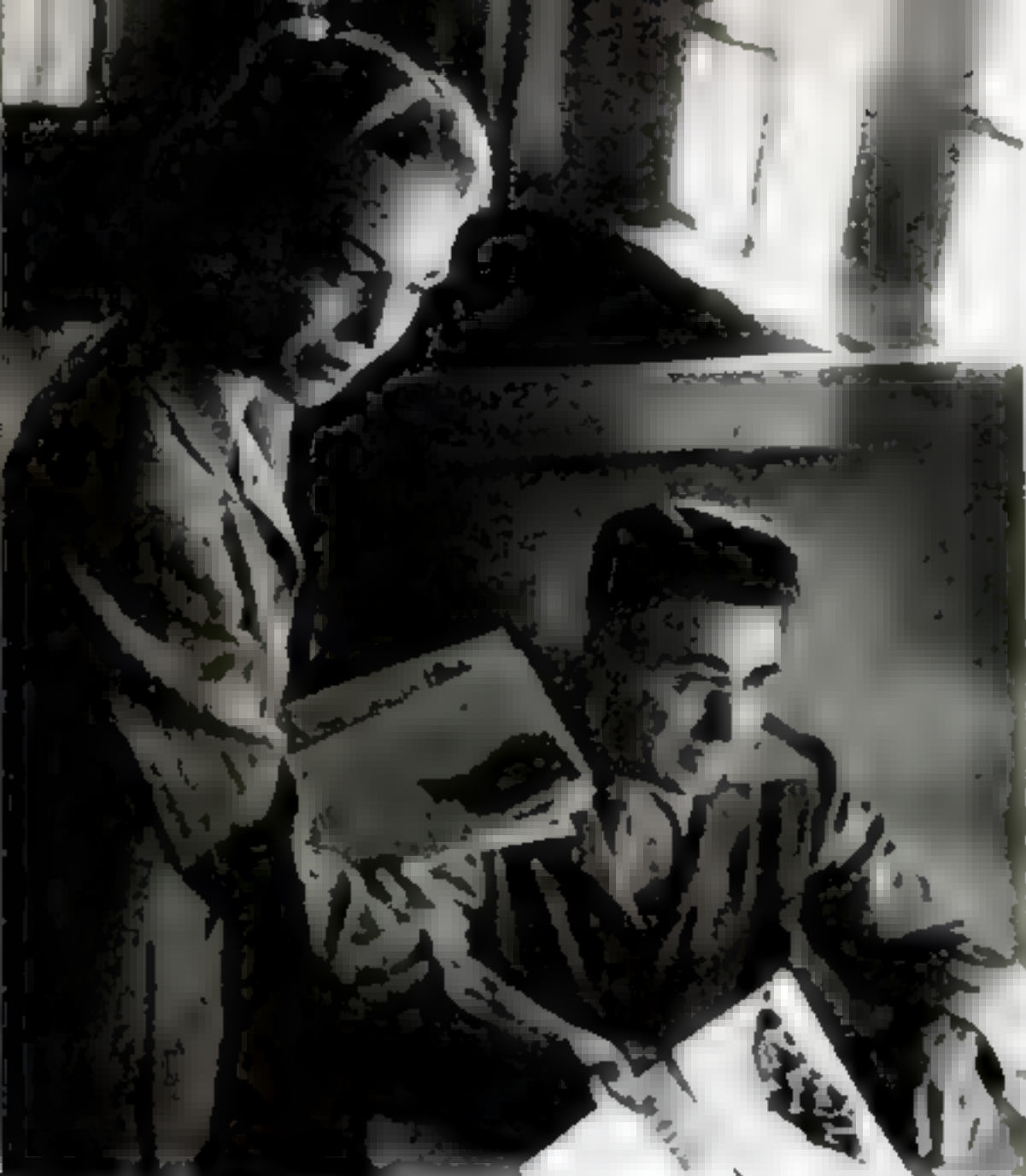


HOLED UP in tunnel where he had crawled to sleep off effect of the Mickey Finn, leopard peers at the hunters.



CAPTURED AT LAST, leopard is too groggy to fight as he waits to be caged in the box in which he was delivered

from India. Autopsy showed he had once had pneumonia, which lowered his resistance to chloral hydrate.



RESTAURANT MENU in Oklahoma City's Elmer's is adorned with a timely souvenir piece of fake leopard skin.

Only Macy's has "Okay"
the Oklahoma leopard
to capture your child's heart



MERCHANDISING TRIUMPH got this on market in four days. Macy's is preparing one with electric eyes.



STRIP-TEASER performs a new act in Oklahoma City in her costume, which shows that her art is *au courant*.

The Great Leopard Hunt CONTINUED



SPORTING-GOODS STORE HAD DISPLAY WHICH STILL DREW BIG YAKS FROM OKLAHOMANS AFTER LEOPARD DIED

COMMERCE AND INDUSTRY MEET THE CHALLENGE

While the terrible beast moved toward its fatal appointment with the Mickey, commerce and industry did not stand idle. New products appeared in quantity even though, as one publicity woman put it, "You don't usually build a leopard in a day."

After the death businessmen naturally tried to buy the body of the deceased, but for one trifling reason or another no deal was consummated. The leopard was turned over to a taxidermist, who set

about preparing it for possible display in the state capitol. His 12-year-old son, wide awake to the possibilities, rounded up his friends, brought them to his father's workshop and told them that for 5¢ each they could watch the proceedings. But the taxidermist, Mr. Herbert Rodgers, threw a wrench in the wheels of progress, deliberately turned his back on the spirit of American enterprise and wilfully allowed each child to look free, absolutely for nothing.



HAPPY KIDDIES line up in one dollar T-shirts, gaily printed in yellow and black, which were placed on sale in

Oklahoma City's Kerr's store 4 days after the leopard's escape. The rival concerns were positively green with envy.



FASCINATED CHILDREN WATCH AS TAXIDERMIST
PREPARES TO STRIP HIDE FROM THE LEOPARD

LEAKY HOUSING

DON'T GIVE THEM THIS ONE

Dr. Klaus Fuchs, a refugee nuclear scientist, confesses in London that between 1942 and 1947 he gave Russia the most vital atomic secrets of the U.S. and is sentenced to 14 years in prison. Robert Vogeler, an American businessman, "confesses" in Budapest that he spied on the Communists for the U.S. and gets 15 years in prison. A striking number of people of our acquaintance have fallen for the spurious parallel contrived by the Communists between the two episodes and are foolish enough to think that both sides are tarred with the same brush. Trite as it may seem to say so, this is provable nonsense. The Fuchs confession was valid, convincing, freely made by a man caught with the goods. The Vogeler "confession" was false on its face, full of internal contradictions and demonstrable errors which stamp it a phony. Let's not be so silly as to give the Communists this round.

THE EVIL-MINDED CENSORS

The Motion Picture Association of America, known as the Eric Johnston office, has just made itself ridiculous. It has denied a certificate of approval to a prize-winning Italian movie, *The Bicycle Thief*. This act of censorship effectively prevents all major U.S. movie houses from showing a film that has generally been acclaimed as one of the finest ever made (LIFE, Jan. 9). Two minor episodes offer the excuse for censoring a delicate and pathetic portrayal of what happens to a poor Italian poster-hanger who loses his means of getting about from job to job. In one of them the harassed small son of the poster-hanger starts to relieve himself against a wall and is stopped by his father; in the other the father chases the bicycle thief into a bordello, where the girls express proper horror at the idea that a crook is at large in their establishment. Both of these scenes are unobtrusive incidents in the film. As Hollywood understands the term, *The Bicycle Thief* is not "sexy" at all—the film's appeal is to the mind, not the glands.

Come to think of it, there is one sexy moment in *The Bicycle Thief*. This occurs when the poor poster-hanger puts a lush and extremely suggestive portrait of Rita Hayworth on a wall. He does it in the course of his routine work. The poster offers a piquant commentary on Hollywood sensuality versus the dignity and propriety of *The Bicycle Thief*. Maybe Hollywood just couldn't stand the implied criticism.

Readers of this page are aware that we distrust the excessive spread of State Welfareism. This week, however, we are taking a leaf from the Welfarists' book and judging a pending Administration proposal by their standards. The measure we have in mind is intended to supply housing to so-called middle-income groups, and by accepted Welfare standards it is a bad piece of legislation.

In the old days the ideal criterion of a good law was that it should apply to everyone impartially, whether poor, rich or of the "middle condition." But such Olympian evenhandedness could not withstand the march of history and the irony of people like Anatole France, who once remarked that "the law in its majestic equality forbids the rich as well as the poor to sleep under bridges." Under a changing conception of fairness, discrimination between classes has come to seem socially right when it is applied to such things as income-tax rates and aid to the needy. It has never been deemed right, however, to permit discrimination between people in identical categories: even the advanced State Welfarist professes to believe that equals should be treated equally.

The proposed middle-income housing legislation actually promises to treat equals unequally. The bills now pending before the Banking and Currency committees of the two houses of Congress would make home-purchase money available at 3% interest to citizens in the middle-third income bracket (roughly \$2,700–\$4,400 a year). In addition to the low interest rate the bill would provide amortization of loans over a 50- or even a 60-year period. But to get this easy money the applicant must first elect to become a member of a government-financed housing coop-

erative. This is where the discrimination between equals comes in. For, where a cooperatively minded householder would be getting his money at 3% with a lifetime to pay it off, middle-income people who prefer to obtain houses on their own would still have to pay 4% or more, even with FHA help. As for the 1,750,000 veterans who are now getting housing money at 4% with a 25-year amortization privilege, many of them are in the middle-income brackets. Would they take the sight of other middle-income people getting 60-year amortization money at 3% without screaming to high heaven about the very obvious injustice of it all?

If the new middle-income housing bill passes Congress it will, in effect, drive the general mortgage rate down toward 3%. (Equals will insist on being treated equally.) This would undoubtedly serve to stimulate the housing market, but what practical good would such stimulus do as long as the nation is already in the ecstatic throes of a housing boom? One million new homes are in the works for 1950, and labor, lumber, contracting charges and architects' fees are already sky high. The net effect of cheaper money would not be more homes; it would be costlier labor and more expensive Douglas fir and white pine with resultant hardship on all home builders, rich or poor.

Government has entered the area of housing to stay: even such anti-Statists as Senator Taft are willing to vote for public slum clearance and low-cost public housing. But in housing, as in other things, Government will do well to stick to the principle of treating equals equally. Otherwise, even by Welfarist standards, Government will become an abhorrent monstrosity.

RED HUNTERS

One of our favorite peepholes into the Communist mind is the sports page of the *Daily Worker*. Nowhere else is the Communist capacity for mordant torture of the obvious more entertainingly demonstrated. Lately we have followed with interest a *Daily Worker* discussion of hunting: is or is not the pursuit of the rabbit, the squirrel and the duck a proper activity for Marxists? At first there was a tendency to assert that hunting was a capitalist snare, designed to promote the interests of wild-life magazines and munitions-makers. Then came a gentle change of line: Columnist Bill Mardo gave his space on March 1 to three readers who found hunting to be compatible with party principles.

"I'm not a hunter myself," wrote a correspondent in Norfolk, Va., "but I know that if I were I would have an additional common interest with many Southern working people. . . . Let the anti-hunters be consistent by opposing the sport of fishing as well and I think all will see more clearly what a completely non-Marxist and ridiculous position we would be in." A reader in Lawrence, Mass. performed the act of recantation which is

necessary in all such discussions. "I wish," he wrote, "to add a few qualifying remarks to my anti-hunting letter of last week. . . . The snobbery I exhaled was inexcusable. My line inevitably led to the conclusion that workers who hunt are, on the whole, a pretty sneaky lot. Such an assumption is, of course, preposterous. I suggested, too . . . that the worker-hunter suffers from some kind of infantile disorder and is tinged with a streak of sadism. Equally preposterous. It would be nearer the truth to say that whatever effects the field sport has on the working-class huntsman depends to a great extent on the life-shaped attitudes he takes along with him. I know several persons who have bagged deers, foxes and what not; they are all regular Joes. One of them, I happen to know, once risked his life to save that of a cat. . . ."

Pondering this letter, we became just a little uneasy. Could Comrade Mardo be spoofing his Communist readers (and us)? Better watch yourself, William, or there will be a brief announcement in the *Daily Worker* stating that Comrade Mardo laughed himself to death.

PICTURE OF THE WEEK



WHAT PROUDLY WE HAILED

The star-spangled blur in the picture above is an American flag. It flew at the legation in Sofia until after the U.S. broke off diplomatic relations with Bulgaria on Feb. 21. Then, obeying official regulations on how to destroy old flags, a legation sergeant threw it on a heap of smashed equipment and burned it.



LORD CHIEF JUSTICE GODDARD, SCOWLING AT FUCHS, CALLED HIM SAME MAN OF "MOST DANGEROUS TYPE"

14 YEARS FOR "GROSSEST TREACHERY"

Fuchs gets limit under British law—but it does not conclude the case

The procession entered Old Bailey's oak-paneled No. 1 courtroom exactly at 10:30 a.m. First came the undersheriffs, the sword- and mace-bearers and the Lord Mayor of London, in black robes and lace jabots. The Lord Chief Justice of England, stern, 72-year-old Lord Goddard, stalked behind them, an impressive man wearing a curled wig and scarlet robe. He settled grumpily into his great chair and irritably tapped his silver snuff box on the desk. Then up inside the prisoner's box, where he had come from jail cells beneath the courtroom, rose the thin figure of sallow, bespectacled Dr. Klaus Emil Julius Fuchs, 38, atomic scientist.

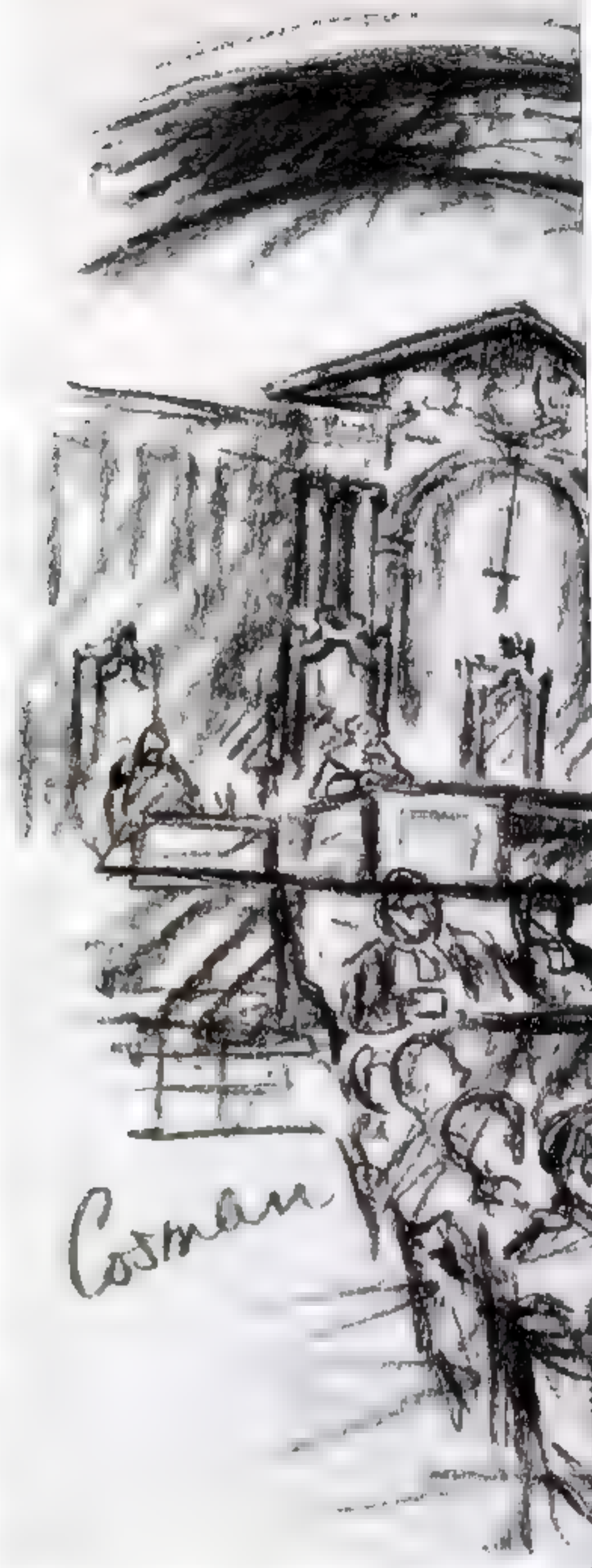
He faced the Lord Chief Justice, blinking through his glasses, and listened to the four counts of the indictment: in 1943 at Birmingham, England, again in 1944 in New York City, again in 1945 at Boston and in 1947 in Berkshire, he "communicated to a person unknown information relating to atomic research . . . useful to an enemy." The clerk asked, "Are you guilty or not guilty?" The prisoner replied softly, "Guilty."

It was the expected plea in one of the most unexpected criminal actions in Anglo-Saxon legal his-

tory. Fuchs had confessed spying for Russia and had been moved quickly to trial. The court banned photographers and would not even permit Artist Meline Cosman, who did the drawings on these pages, to make preliminary sketches in the courtroom.

In his grumpest, harshest tone the Lord Chief Justice delivered the verdict: for "grossest treachery," Klaus Fuchs, once a refugee from Hitler's Germany, was sentenced to 14 years, all the British Official Secrets Act permitted. But this did not end the Fuchs case. The Western world wanted answers to many questions: Why was Fuchs, who was known to have been a Communist in Germany, trusted with the most vital secrets of the Western Allies?

Other ramifications appeared. In London, Lord Beaverbrook's *Evening Standard* asked for what reason Attlee had made John Strachey, "an avowed Communist," his new war minister, in which capacity Strachey might investigate other spy leaks. So seriously did Attlee view this—and other possible outgrowths of the Fuchs case—that he felt it necessary, in the midst of setting up his shaky new Labor government (*LIFE*, Mar. 6), to take the unusual action of denying charges made against one of his ministers.



HEARING HIS SENTENCE PRONOUNCED, KLAUS FUCHS



THE DEFENDANT remains calm throughout. As the proceedings ended he thanked the court for a fair trial.



STANDS IN DOCK (RIGHT) LOOKING ACROSS OLD BAILEY AT JUDGE. FOREGROUND: WITNESS TABLE; ACROSS FROM IT: DEFENSE, PROSECUTION; ABOVE THEM: PUBLIC



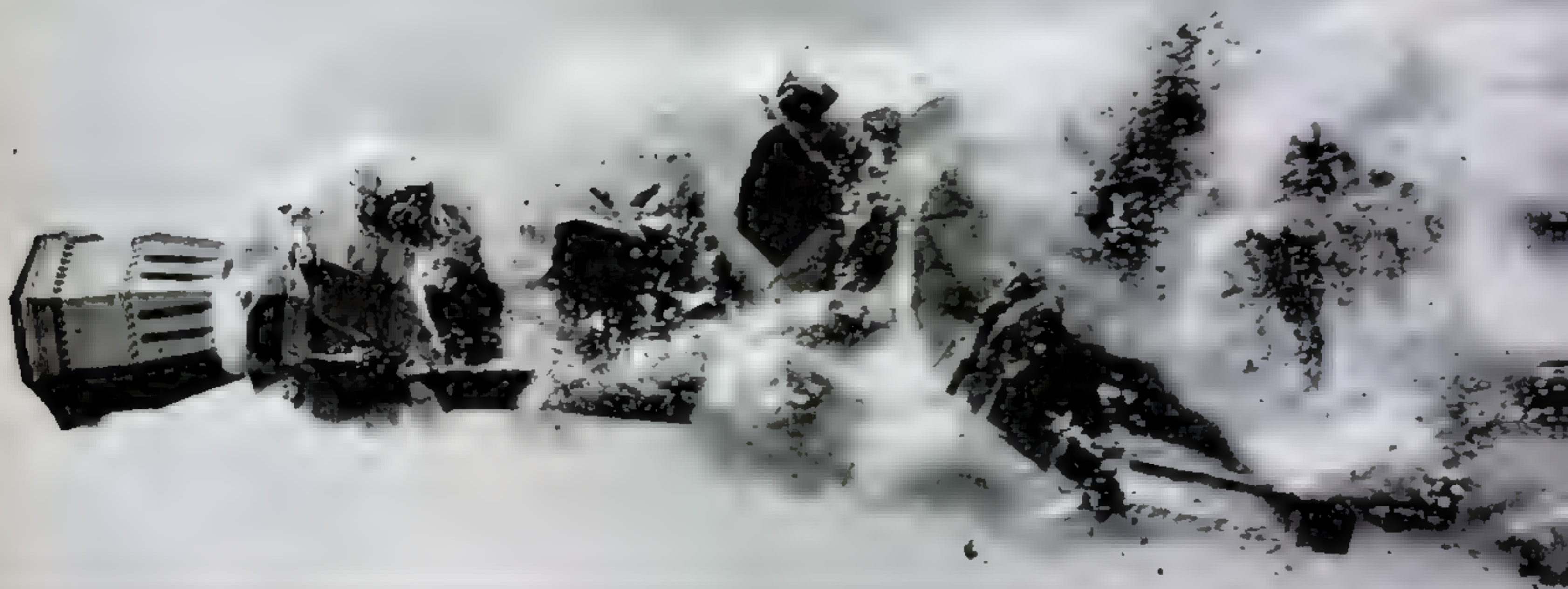
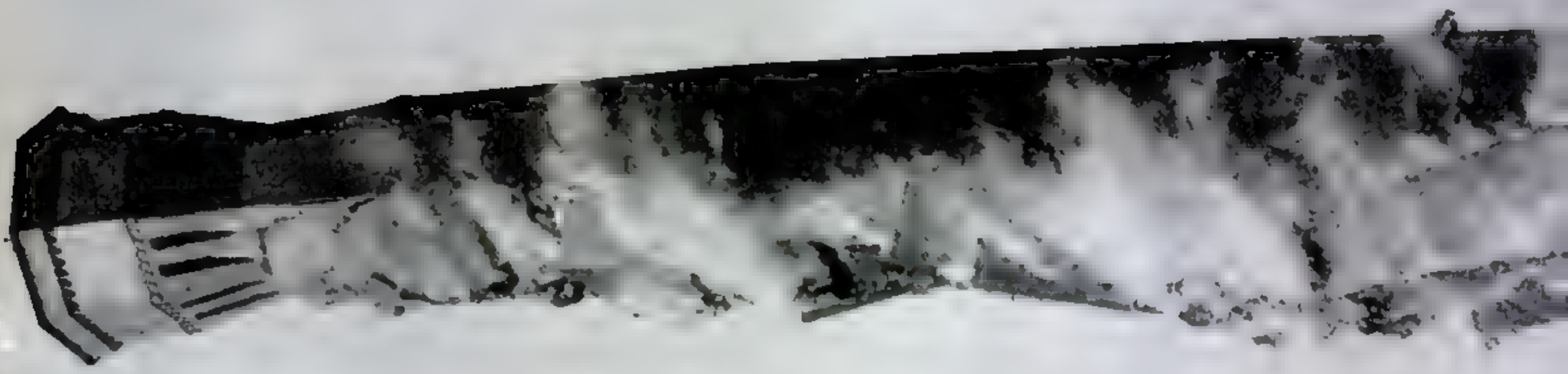
FUCHS'S ATTORNEY is Derek Curtis-Bennett. He asked leniency, noted that Fuchs confessed as a free man.



ONLY WITNESS, William Skardon, security officer, said the confession Fuchs offered was the sole evidence.



PROSECUTOR, Sir Hartley Shawcross. Britain's attorney general, said that Communism twisted Fuchs's brain.



DENVER KNOCKS DOWN A HISTORIC CHIMNEY

Landmark is razed after pleas to spare it fail

For 58 years the griny 350-foot brick smoke-stack of the old Grant gold and silver smelter had looked down on Denver like a friendly sentinel. But it had been unused since the smelter closed down in 1902 and in the past few years had developed a crack up one side which made the surrounding area dangerous to build in. Denver officials decided it would have to come down. As wreckers started to chip away at its base and drill holes in its thick walls for dynamite, a great swell of sentimental protest engulfed Denver newspapers. One reader wrote, "Our great immortal landmark must be saved from vandals." Inspired by "Woodman, Spare That Tree," a local poet sent in a 13-stanza plea:

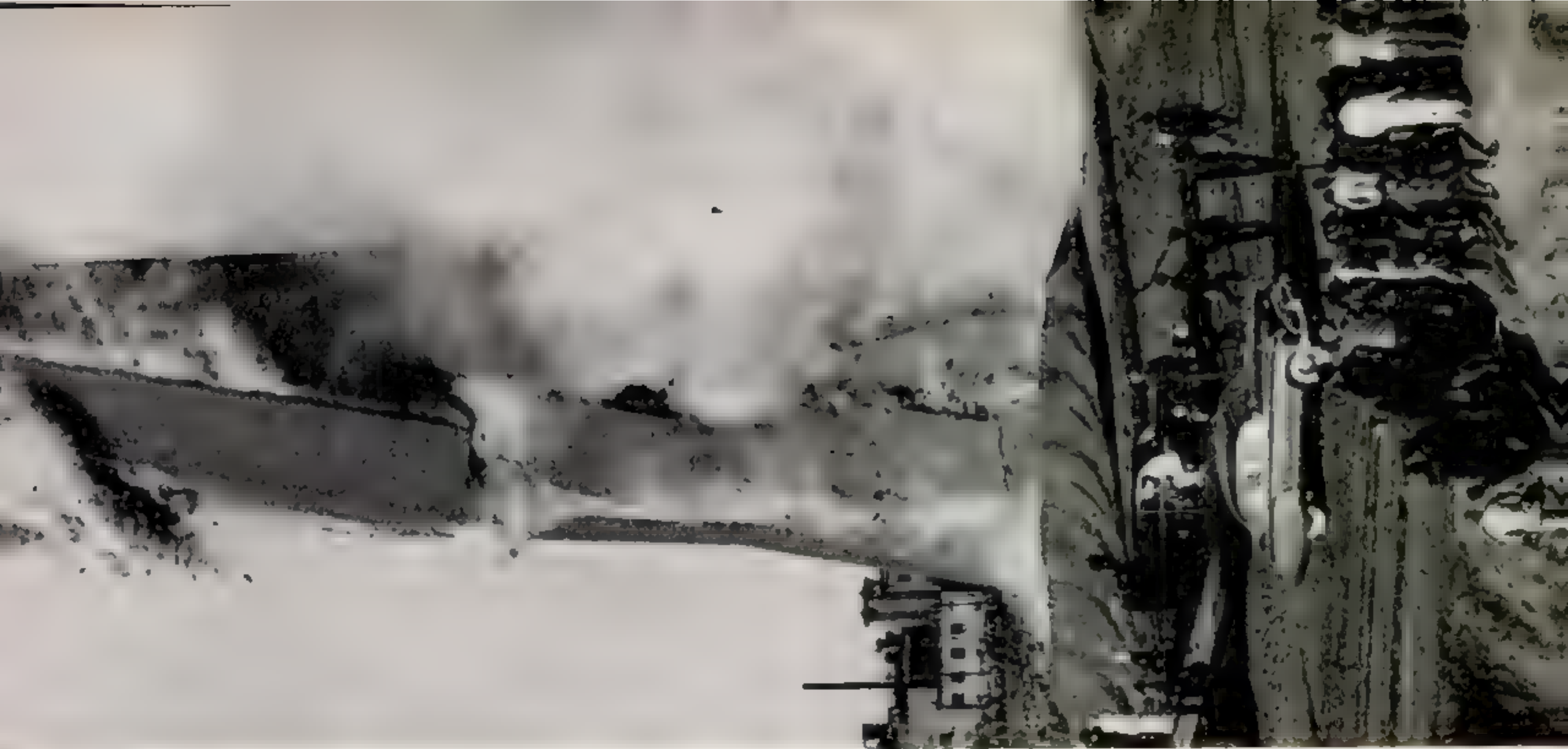
... Spare that stack,
Touch not them hallowed
bricks,
In Denver's youth they
nurtured us
(And mining politics).

But the city officials held firm and scheduled the stack's demolition for the afternoon of Feb.

25. At 9 a.m. on the day of the big topple a crowd began to gather. By demolition time, counting the people standing on rooftops and blocking trains on nearby railroad tracks, it had grown to an astounding 350,000 (Denver's population: 410,000). Finally, at 4:58 p.m., there was a sudden blast of dynamite (*left*), followed by four others in quick succession. As the chimney seemed to stand un-broken, the crowd held its breath. But then (*right*) some of the stack's two million bricks began to slither and the collapse came (*top center*). When dust settled the sentimentalists had a last thrill as they saw one side still standing (*inset*). An old man who had helped build the chimney had a heart attack. Then a gust of wind knocked down the remaining bricks, finishing the job and nearly hitting inspecting officials. Saddened Denverites proceeded home in the biggest traffic jam in the city's history.



ONE SIDE WITHSTANDS DYNAMITE





SOME OF THE WOMEN WHO MAKE UP 53% OF U.S. STEEL'S 240,000 STOCKHOLDERS LISTEN ATTENTIVELY WHILE IRENE R. O'CROWLEY ASKS CHAIRMAN OLDS A QUESTION

WOMEN OF STEEL GIVE THE TOP BRASS A HARD TIME



CHAIR IS CHIDED by Lewis Gilbert of New York, stockholder in some 300 corporations: "You forget the shareholders own U.S. Steel, not the Board of Directors."



CHAIR IS BAITED by James Fuller of Hartford: "Do you think Phil Murray thought up the idea of noncontributory pensions? No. He got it from management."

They turn a stockholders' meeting into a gripe session on pensions, public relations and fat salaries

No doubt about it, American business was beginning to take on some of the more frightening characteristics of a matriarchy. What happened at a U.S. Steel stockholders' meeting in Hoboken, N.J. on Feb. 27 proves it.

The meeting was called to ratify U.S. Steel's pension agreement with the C.I.O., but women, who made up over half of the 350 stockholders present, turned it into a gripe session. Their most articulate spokesman was a professional gadfly named Mrs. Wilma Soss (*opposite*), who owns 15 shares of U.S. Steel and who heads an organization dedicated to getting more power for female stockholders. Mrs. Soss, who once threatened to wear a 1902 bathing suit to the next meeting to call attention to the "management's old-fashioned thinking," didn't go that far. But she made quite a splash anyway. She didn't like the way U.S. Steel had signed up with C.I.O. without consulting the stockholders; she attacked the corporation's public relations policies ("We might be nationalized because they are so poor"); she questioned the wisdom of paying high salaries to the top brass (Board Chairman Irving Olds gets \$164,200). There were also two men (*left*) who were in cahoots with Mrs. Soss and who asked nasty questions about the \$50,000 pensions earmarked for Mr. Olds and two other executives. The meeting at the Hoboken Union Club lasted all day, with time out for a lunch of sandwiches, pie and coffee, to which the company treated the stockholders. The union agreement was easily ratified, since the directors had gathered enough proxies (*right*) to assure that. But Mr. Olds was hoarse and arm-weary from banging his gavel, one stroke of which had broken his watch.



PROXIES sent in from all over U.S. represented more than half of U.S. Steel stock, gave the Board of Directors voting control when union pension agreement came up.



AFTER THE TALLY ballots are loaded into trucks and taken to U.S. Steel's Hoboken office. Corporation spent \$1,000 on free bus service and free lunch for stockholders.



VOICE OF THE DISSIDENTS, Wilma Soss, introduces resolution that makes U.S. Steel Chairman Olds (*rear*) smile tolerantly; it would have subjected executives' pensions to stockholders' review. She was overwhelmingly defeated. Mrs. Soss is president

of Federation of Women Shareholders of America, and her literature features reproduction of Matisse's painting *Girl Asleep* captioned, "AWAKE! YOU OWN 70% OF U.S. PRIVATE WEALTH!" Her goal: a woman on every big corporation's board of directors.



BALD EXTRAS CROWD THE COURTYARD OF BERLIN'S CENTRAL CINEMA COMPANY AWAITING SCREEN TEST. THESE ARE SOME OF HOTTEST COMPETITORS FOR PRIZE

PRIZE EGGHEADS

Pattern of pitiful pates pays off as Berlin baldies badger bigwigs

The luminous pates shining so brightly above, far from depressing their owners, as is so often the case with men who have lost their hair, are currently their owners' pride, joy and best hope of a meal ticket. Their brilliant baldness may mean a job with a Berlin movie company which is producing a film called *The Unwilling Maharaja*. Since the story is about a man who thought he had found a new way to grow hair on hairless scalps, the studio

needed a lot of bald men as extras. In response to an advertisement calling for 250 of them, 800 appeared. Some were so anxious for the job that they went so far as to shave off what little hair they had left, and even a woman who had lost most of her hair from typhus tried to get into the act. She was brushed off as movie bigwigs scratched their heads over a difficult choice: the selection of the bald-est head of all for a 1,000-mark (about \$250) prize.

FOR FRESH-TOMATO FLAVOR, MILLIONS SAY:

NO TOMATO JUICE LIKE CAMPBELL'S!

THE REASON IS SIMPLE—



1 World's Finest Tomatoes

—Carefully selected from the world's finest crops. And Campbell's Tomato Juice is produced only when the crop is at its peak of red-ripeness, the tomato flavor at its best

+2 Campbell's Special Process

A scientific process safeguards the fresh-tomato vitamins and retains the fresh-tomato flavor. . . . Nature made it a grand drink; Campbell's keep it that way for you to enjoy.

=3 Campbell's Fresh-Tomato Flavor

This is the luscious lively taste you want. For right-off-the-vine flavor insist on Campbell's. Taste why millions say, "No tomato juice like Campbell's!"



TOMATO JUICE

Fresh-Tomato Flavor
—that's why folks choose Campbell's!

Campbell's
TOMATO JUICE



No other cleanser does the

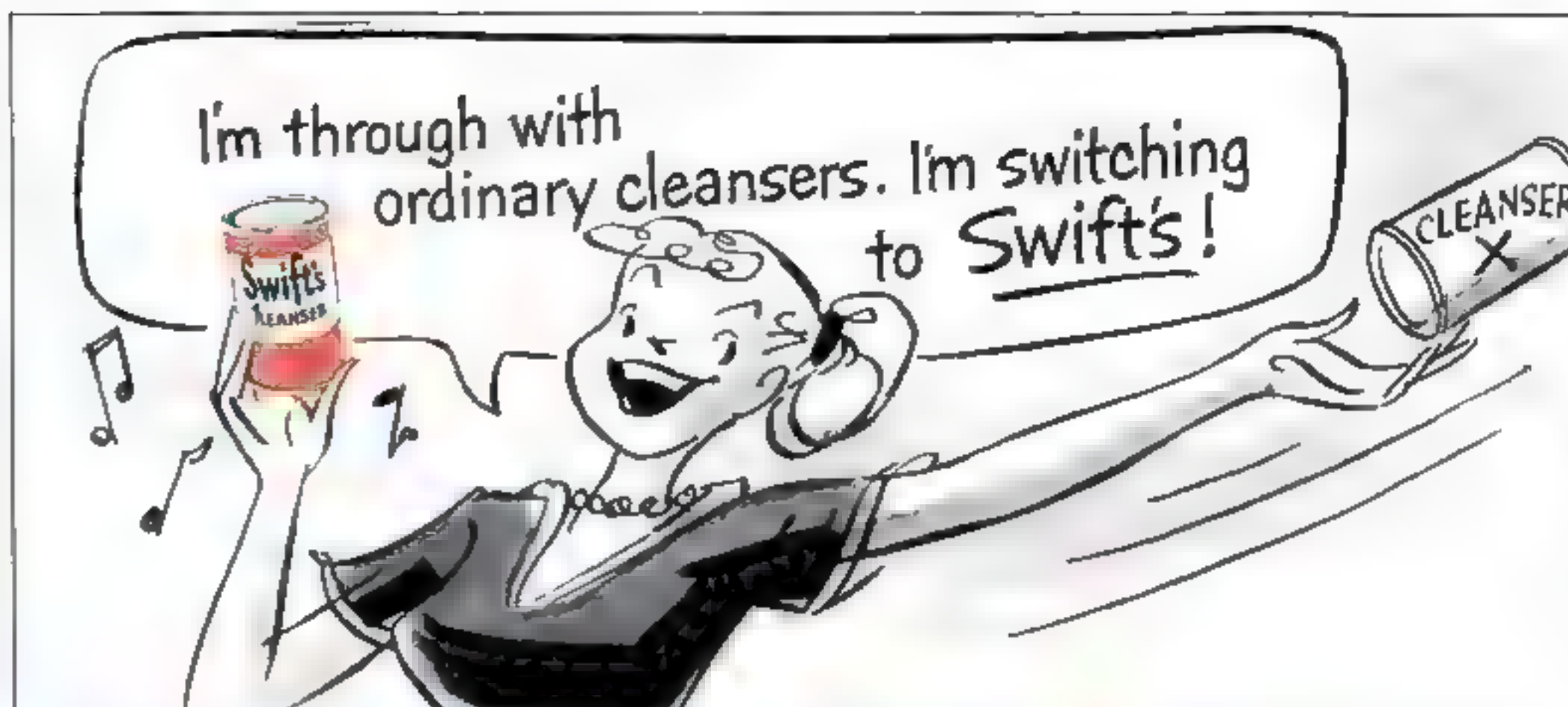
It's NEW



Pick the Polka Dot Package!

It's SUDSY!

What speed! What ease!—



job so fast and easy!

New Swift's Cleanser now combines the 3 biggest work-saving discoveries of recent years!

Not one! Not two! But *all three* of the biggest cleanser discoveries of recent years are now combined in the new Swift's Cleanser! Together they

get your pots and pans *bright* and your tub and sink sparkling *white* with a fraction of the work it now requires. Get new Swift's Cleanser today!

1. **NEW!** More grease-cutting power!



Swift's amazing grease-cutting ingredient—TSP—dissolves grease on contact! Even hardened pan grease and greasy oven soot break up in a flash.

2. **NEW!** Luster-quick granules



bring up the shine faster!

Millions of tiny, hard-working particles of silica loosen dirt and lift it off. They take the work out of cleaning sinks, tubs, all porcelain surfaces.

3. **NEW!** More float-away suds!



Swift's new miracle sudsing agent foams up in active suds and floats dirt and grease away. One rinse and the dirt goes down the drain! New Swift's Cleanser is pleasantly scented, too!

It's the *SPEED-EASY* cleanser



Manhattan magic

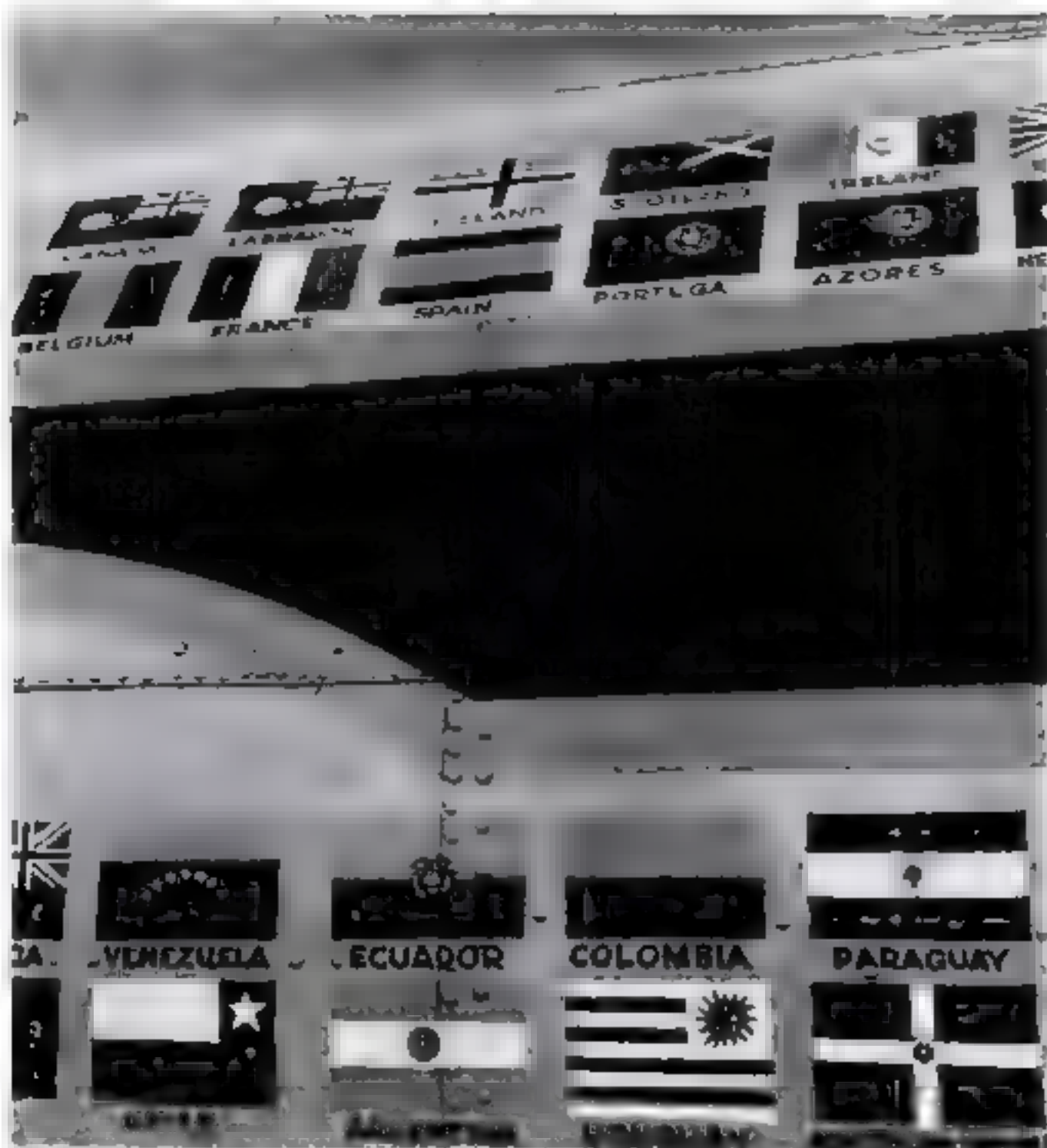
Four Roses does wonders for a Manhattan—as you know if you're one of the many who'd rather drink this matchless blend. It gives you so much more in quality at such a reasonable price.



FINE BLENDED WHISKEY
90.5 PROOF 60% GRAIN NEUTRAL SPIRITS
FRANKFORT DISTILLERS CORP., N. Y. C.

Wouldn't you rather drink **FOUR ROSES?**





PROPER FLAG appears with those of other nations on fuselage of colonel's plane after mistake was corrected. Original flag was painted in California.

MCCORMICK'S MISTAKE

He causes flurry by showing wrong flag in Spain

For the first time since the civil war ended in 1939, the red, yellow and purple flag of Loyalist Spain was flaunted in Madrid last week. It was painted on an American B-17 carrying, of all people, Colonel Robert R. McCormick, publisher of the *Chicago Tribune*, stopping off on a global tour to visit another strong-willed man, Generalissimo Francisco Franco. It was most embarrassing to the colonel, who makes it a practice to carry the flags of all countries he visits. He ordered the proper flag to be painted in at once (top), making a grim aside to an aide: "Be sure you get the name of that painter." Later, after a friendly interview with the general (below), "Bertie," who considers himself one of America's foremost military experts, described his friend as "dynamic, magnetic and sincere . . . the best European general of today."



PROPER APLOMB was regained by colonel when he exchanged views on world affairs for over an hour with Franco. They agreed on all current issues.

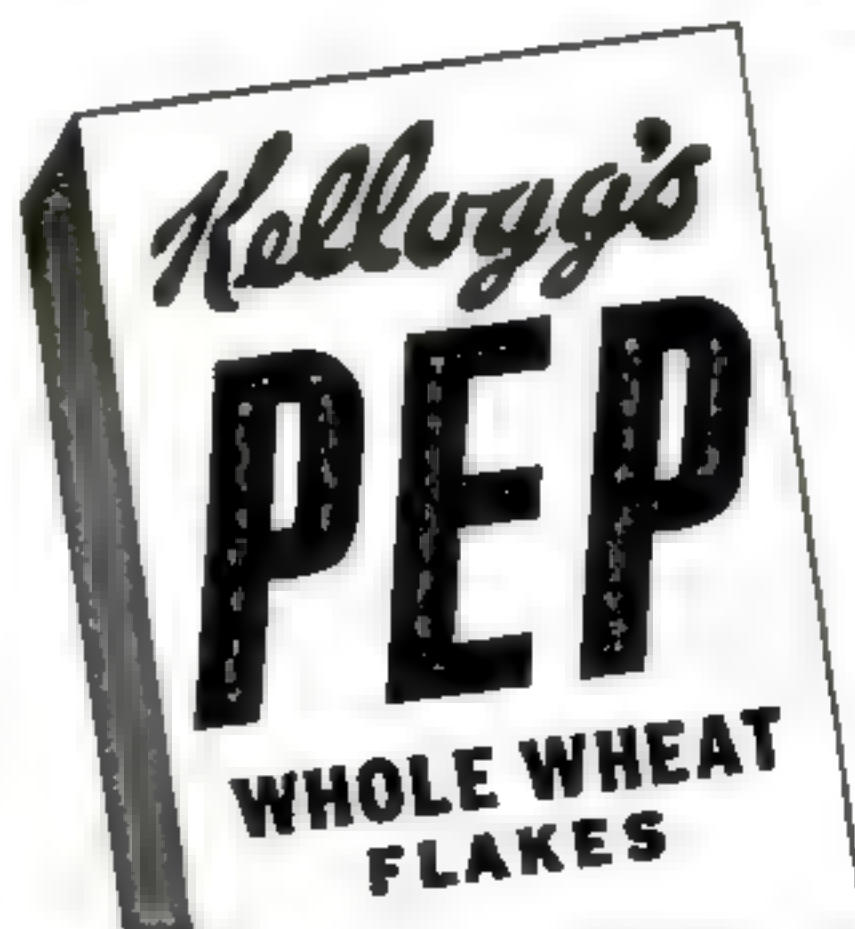
Goin' Strong



for nourishing PEP



the "BUILD UP" WHEAT CEREAL



Like father, like son, and both like crisp, delicious PEP. Imagine! One serving supplies all the "sunshine" Vitamin D adults and children need for a full day. And a rich store of other vitamins and minerals found in the vital wheat germ! PLUS—all the sources of growth and energy, strong bones, good nerves and teeth which come from fresh, toasted wheat. And more "builder-upper" vitamins than you'll find in any other wheat flakes cereal. Taste this breakfast "Main Dish" tomorrow! Get nourishing Kellogg's PEP—the "Build up" wheat cereal.

FRESH-TOASTED! FRESH-FLAVORED! FRESH-PACKED!



The Girl who fooled 100 Bachelors!

**How a Woodbury Deb
won the biggest prize of all!**

When the Overseas Bachelor Club elected its President, its one hundred members gave the title to the "most confirmed bachelor of them all"—Major Bob Neiman.

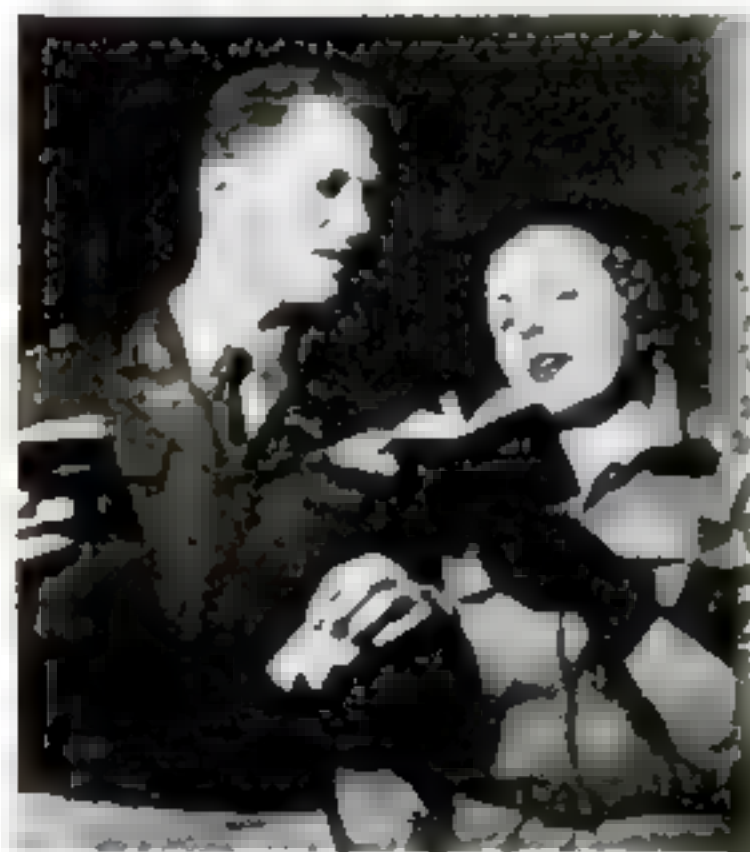
But those one hundred bachelors were fooled! For when Bob came home to San Diego after five years,

he met Beverly Reinstedt...whose smooth, Woodbury-beautiful complexion would upset the plans of any bachelor.

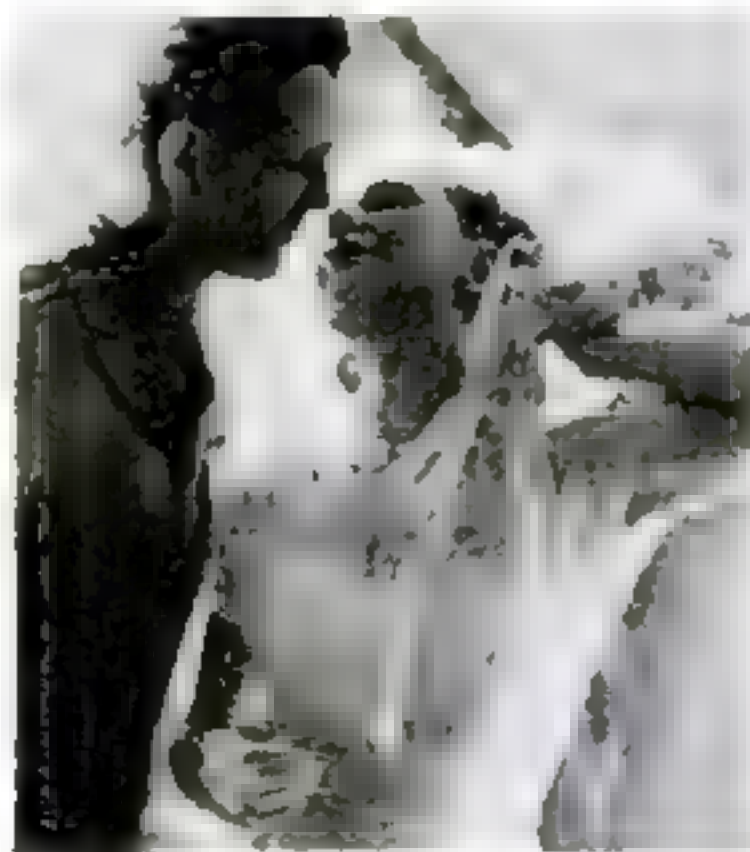
Four days later, a telegraph office clerk smiled at the cablegram Bob addressed to the Bachelor Club: "I RESIGN!" Here's how Beverly turned the trick!



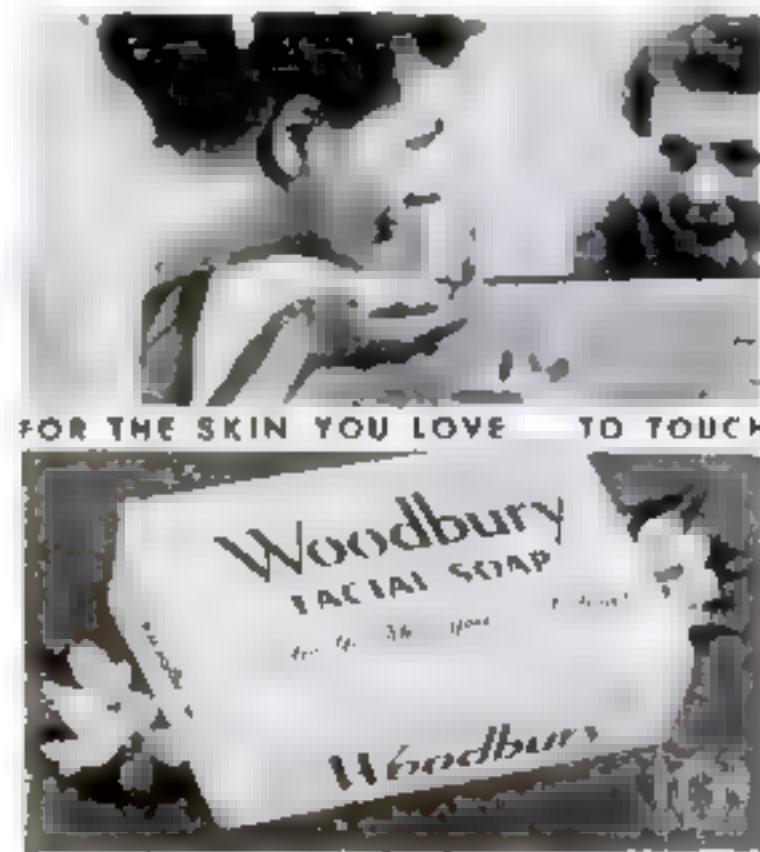
The day they met, the sign on the door was like the sign on Bob's heart. But Beverly had the key—a Woodbury skin that Bob called "beautiful"! (Skin-smoothing Woodbury Soap has a beauty-cream ingredient!)



The note Bob slipped Beverly in church read: "Will you marry me?" She went on singing, but her heart skipped a beat! Romance comes to the girl with romantic skin, Beverly's skin gets daily care with mild, mild Woodbury!



The wedding was lovely. Beverly's face, surrounded by veil, was lovelier still! Her face will always be bride-like, because her soap will always be Woodbury. She says: "Woodbury is so gentle, it never burns my skin!"



Beverly knows the way to smooth skin—Woodbury, the beauty-cream ingredient soap! No "skin-burn", because it's made by skin specialists! P.S. There's a big bath-size Woodbury, too—for a beauty skin all over!

No "Skin-Burn" with Extra-Mild Woodbury

ACHESON TELLS WHAT HE MEANS BY TOTAL DIPLOMACY

Secretary of State explains foreign policy—off-the-record—to some of the nation's business leaders

I would like to talk to you about the need today for "total diplomacy." A few years ago we in this country were fully acquainted with the phrase "total war" and with the implications of that phrase. We knew that we were engaged in a life and death struggle with a powerful foe and that if we were to be successful in that struggle we would have to marshal all of the resources of the country. It was necessary for each of us to play our assigned role in our common defense, to establish controls of the most far-reaching sort and in other ways to make sure that all of the forces of the country were directed in the most efficient manner possible to the winning of the war.

Today we are engaged in a struggle that is just as crucial from the point of view of the continued existence of our way of life, but we clearly are not focusing our total resources on the winning of that struggle.

For one thing we have never taken the general activities of our country—which mean governmental activities—as seriously as we should in times of peace. We have regarded them with a good-natured tolerance expressed in the phrase, "Well, politics is politics." We have thought of politics as a legitimate field for trying to promote special interests. There is a tendency to shrug our shoulders over governmental shortcomings and faults. Moreover, while we have recognized that there were foreign claims upon us which our self-interest demanded that we attend to, we have not thought of them as being in the same category of importance as our own domestic business.

Then, too, it has been hard for us to convince ourselves that human nature is not pretty much the same the world over. We hear it said that if we could only get Harry Truman to "get his feet under the same table"—that is the phrase used—with Joe Stalin we would be able to iron out any international difficulty. Our own experience with people in our own communities has been such that it has seemed to us that good intentions must in the long run prevail—and if one proposition didn't meet with acceptance all we had to do was to think up a better one.

There has been an attitude on the part of some that if things went too far we might have to "call their bluff" and possibly have a showdown.

In brief, we have felt that somehow or other there was an answer to our problem if only we were smart enough to figure it out.

We must realize, however, that the world situation is not one to which there is an easy answer. The only way to deal with the Soviet Union, we have found from hard experience, is to create situations of strength. Wherever the Soviet detects weakness or disunity—and it is quick to detect them—it exploits them to the full. A showdown in the brutal and realistic sense of resort to a military decision is not a possible policy for a democracy. The Kremlin knows that.

We are struggling against an adver-

Last month at a White House meeting, Secretary of State Dean Acheson appeared before 129 U.S. corporation and advertising executives (box, next page) of the Advertising Council to give an informal, off-the-cuff talk on U.S. foreign policy today. The Secretary's statement so impressed his listeners that all of them jumped to their feet with a burst of applause. As word of the talk spread, the Department of State agreed that its substance be made public. Although no transcript was made, one of Mr. Acheson's associates who was present provided a reconstruction of the talk as printed here.

sary that is deadly serious. We are in a situation where we are playing for keeps. Moreover we are in a situation where we could lose without ever firing a shot.

It used to be said that the progress of imperialism was, first, to send out missionaries, then traders and then colonial governors. But that is kid stuff compared to the methods that we are up against. There has never in the history of the world been an imperialist system that compares with what the Soviet Union has at its disposal. The arsenal of the Communist is varied. I need not describe in detail the uses which they make of force, threats, infiltration, planned chaos, despair and confusion, and the enslavement of the people they dominate by a shrewd use of informers.

Against this threat we must have a foreign policy with two interrelated branches. First, we must be prepared to meet wherever possible all thrusts of the Soviet Union. It will not always be possible to anticipate where these thrusts will take place and we will not always be able to deal with them with equal effectiveness. In the case of Greece and Turkey we were able to meet that thrust effectively because the Greeks and the Turks were determined to maintain

their independence. There were a lot of Greeks and Turks who did not like their government. There were a lot who did. But they were united in a common belief that they preferred it to any form of government that might be imposed upon them from outside. The Greeks were able with our assistance to meet military force with military force. The Turks have successfully resisted the powerful Soviet pressure brought against them.

It has been suggested by some people that the Greek and Turkish governments were not our kind of democracy and therefore we should not have given them our aid. But we are not dealing here with the kind of situation where we can go from one country to another with a piece of litmus paper and see whether everything is true blue, whether the political, economic and social climate is exactly, in all its details, the kind that we would like to have either for them or for us. The only question that we should ask is whether they are determined to protect their independence against Communist aggression and if they are we should recognize our basic unity with them on this point.

In the case of China the Communist thrust succeeded because the Chinese people were not convinced that the national government was concerned with their welfare. I do not think that this thrust could have been prevented so long as the Chinese people felt that we were supporting a government that they did not believe to be serving their interest.

The second part of our foreign policy must be to create those economic, political, social and psychological conditions that strengthen and create confidence in the democratic way of life. In Indonesia, for instance, we have been trying to make it plain to the Indonesians that we are sympathetic with their aspirations for independence. They do not want to be ruled by the Dutch or by the Russians or by anyone else. They want to rule themselves. If we are to establish a solidarity with them we must have Americans living among them who talk their language—I mean literally talk the Indonesian language—who understand them and are understood by them. We must do what we can to help them make the most of their natural resources. We do this not by building elaborate plants but by such things as enabling the Indonesian farmers to help themselves, to have better tools and to use better methods than they have known before. We must see their problems from their point of view. We must help them, so far as we can, to reach their own goals.

In areas like Western Europe where there is a fully developed modern industrial economy we must help the countries to take the measures that are necessary to put that economy on a sound basis.

One of the things that we must do is to enable other countries to buy with their own products the raw materials that they need to feed and clothe and



SECRETARY OF STATE ACHESON AT A SENATE COMMITTEE HEARING

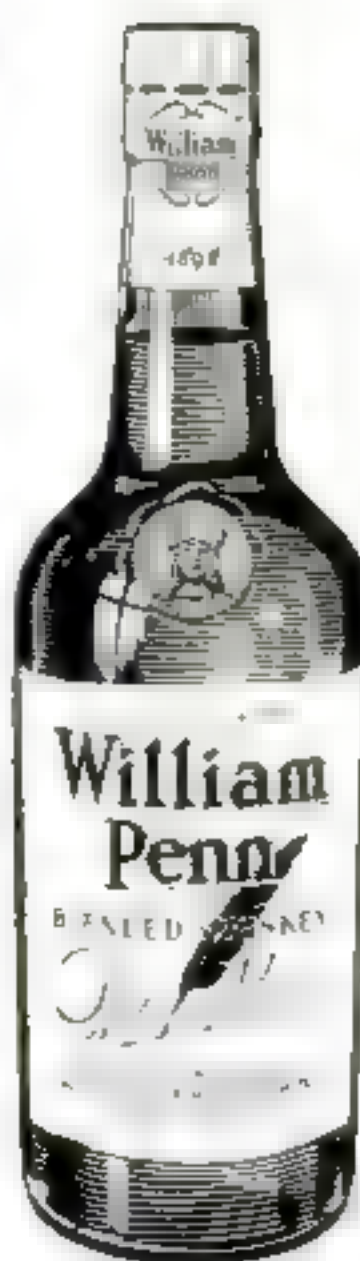
Stay on the light side with **William Penn**



definitely light!

• You'll really enjoy the smooth, full-bodied taste of light William Penn. . . Try it today! Blended Whiskey—86 Proof. The straight whiskeys in this product are 4 years or more old. 35% Straight Whiskey, 65% Grain Neutral Spirits. Gooderham & Worts Ltd., Peoria, Ill.

light on your
tongue
light on your
pocketbook



TOTAL DIPLOMACY CONTINUED

employ their own people. This means that we must buy their goods and their services to a greater extent than at present. It is a matter of judgment as to what the level of our trade with the rest of the world should be, but probably it should be somewhere not very far from present levels. We must take that kind of action even though it requires adjustments here at home—and it will require some adjustments. That will mean that European goods will compete with American goods and some American industries are likely to suffer. If this should prove to be the case, then means must be found to take care of any resulting adjustments.

We are going to need self-discipline in what we say and do. What we say and do has tremendous importance in strengthening or weakening this country's leadership.

It is, of course, extremely difficult to get democracies to work together. The democratic approach by its very nature is a varied approach. It embodies freedom of action and freedom of decision, but if we are to win against a power that has imposed complete unity on all of its members, we shall have to achieve in our own way and by common determination some unity of our own.

When we have reached unity and determination on the part of the free nations—when we have eliminated all of the areas of weak-

ACHESON'S AUDIENCE INCLUDED THESE MEN

S. BRUCE BLACK, *president*, Liberty Mutual
LEE H. BRISTOL, *president*, Bristol-Myers
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H. FRED WILLKIE, *vice president*, Joseph E. Seagram

ness that we can—we will be able to evolve working agreements with the Russians. We will not have to keep our ears to the ground in order to know when the Russians are prepared to recognize that they cannot exploit a situation to their own benefit. In the case of Berlin, when they realized that the airlift had prevented them from ousting the Allies, we had no difficulty in learning when they came to that conclusion. Marshal Stalin announced it to the world in his answers to the Kingsbury Smith questions. Similar questions had been on file in the Kremlin for four or five months. They have drawers full of questions there today that they can haul out and answer whenever they realize that it is to their interest to do so.

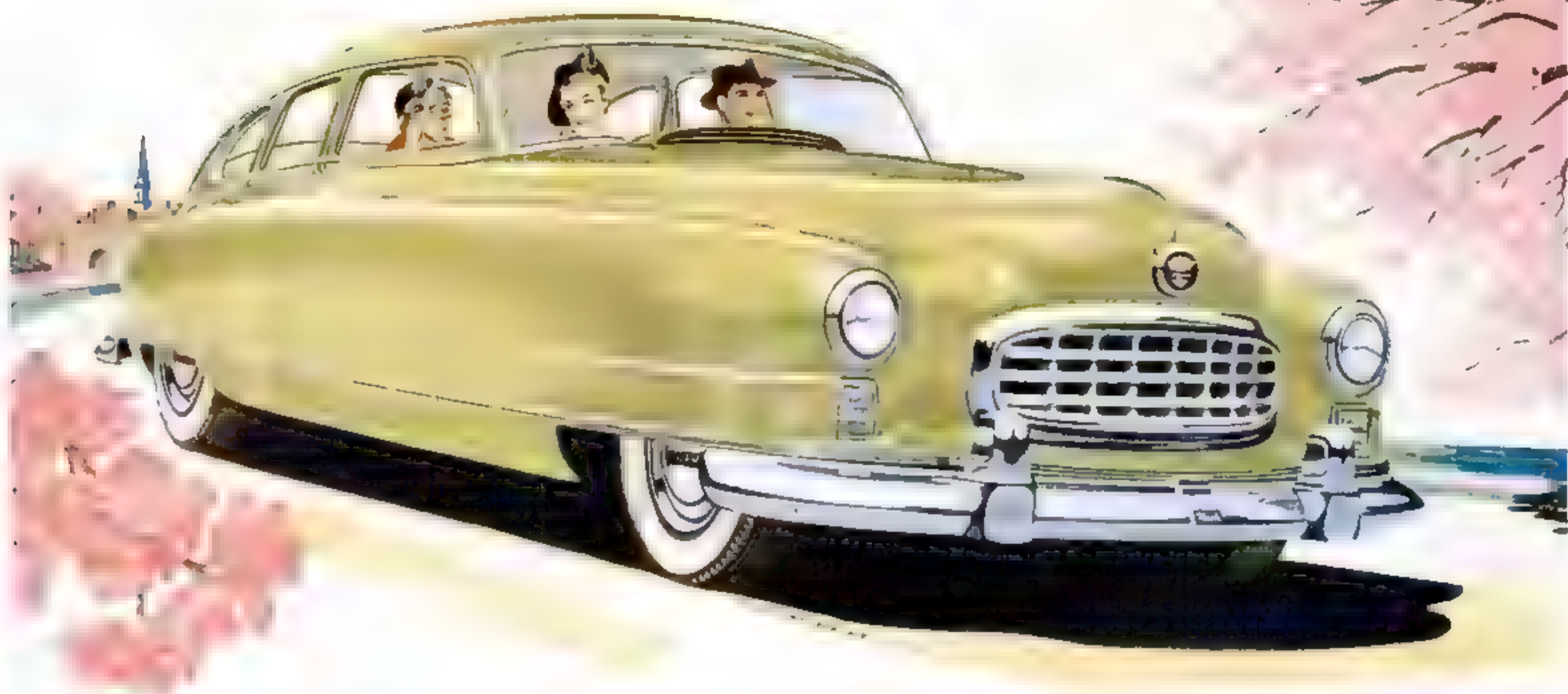
No good would come from our taking the initiative in calling for conversations at this point. Such an effort on our part would raise false hopes among some people and fears among others. The Russians would know that there was a public expectancy of results of some kind and those results could only be achieved by dangerous concessions on our part. Only the Russians would benefit from such a step. The Russians know that we are ready, always have been ready, always will be ready, to discuss with them any outstanding issue. We have discussed with them all important outstanding issues, not once but many times. It is clear that the Russians do not want to settle those issues as long as they feel there is any possibility they can exploit them for their own objectives of world domination. It is only when they come to the conclusion that they cannot so exploit them that they will make agreements and they will let it be known when they have reached that decision.

These are some of the things that I meant when I referred to "total diplomacy." It means that all branches of the government must work closely together. And so it is with business, agriculture and labor, with the press and with the radio, with all of our great national organizations.

The non-Communist countries together have two thirds of the world's population, three fourths of the world's economic productive power and a potential preponderance of the world's military power. They have the highest standard of living and the greatest ability to help underdeveloped areas achieve higher standards of living. They have the greatest attraction of all—human freedom. With these forces on our side, provided we use them well and wisely, the chances of victory and of peace are good.



DIFFERENT???
YOU HAVE
NO IDEA!



Step into a 1950 Nash Airflyte.

Relax, if you like, in a heavenly-soft Airliner Reclining Seat that's five-ways adjustable—or, if you want thrills, *you be the driver.*

At throttle touch, the road starts racing backwards. There's *new* Nash Super-Compression power—and it's terrific.

But listen—where's the wind-roar? The usual squeaks and rattles?—what's *happened* anyway?

Thanks to Airflyte design you speed along with 20.7% less air drag than the average car—with

less wind-noise, less fatigue!

Different? You have no idea! Feel how double-rigid Airflyte Construction and four-wheel coil-springs make a rough road safer and smoother.

More Miles Per Gallon

Now check your gas for another surprise! You get extra miles a gallon, with Airflyte Construction. Better than 25 miles to the gallon, in the Nash Statesman, at average highway speed!

Add up all the good things you can get in Nash alone. The Weather Eye Conditioned Air System. Twin Beds. Uniscope visibility.

And Hydra-Matic Drive!

Yes, in the Nash Ambassador you can have Hydra-Matic Drive—greatest of driving conveniences, with exclusive Nash Selecto-Lift Starting! It's the only car offering you choice of Hydra-Matic, Overdrive or Standard Transmission.

Yes—look at size, look at value—then compare prices. You'll find Nash, America's most modern car, is the buy today, and it's built to be worth *more* tomorrow.

Take an Airflyte drive with your Nash dealer. Until you do, you have no idea what it's like!

AIRFLYTE CONSTRUCTION STAYS NEW YEARS LONGER



In Nash alone, the entire frame and body floor, roof, pillars are built as a single, rigid, welded unit—squeak-free, rattleproof. With 1½ to 2½ times the torsional strength of ordinary construction, Airflyte Construction gives new economy, new safety, makes possible a softer, smoother ride—stays new years longer, adds to resale value.

Nash
AIRFLYTE
The Statesman ★ The Ambassador
Great Cars Since 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.

★ THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY ★

Hotpoint's Great Front



**Hotpoint Automatic Electric Dishwasher Sink
WITH AMAZING NEW "WONDERFLO" FAUCET**

● Among the 1950 Hotpoint combinations featuring the dishwasher is the beautiful new Dishwasher Sink, finished in white porcelain enamel—styled and streamlined for Hotpoint's matched appliance line. This model gives you the sensational new "Wonderflo" Faucet which governs the *force* and *temperature* of water with a single, simple control. Now you can change the volume of water coming from the tap, to suit your requirements, without changing the temperature!

Look To Hotpoint For The Finest—FIRST!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD

-Opening Dishwasher

*Double Washes, Double Rinses And Dries Chinaware,
Glasses, Silver, Pots And Pans...Automatically!*

**Greatest Time- And Work-Saving Appliance
Ever Invented For The Home—Gives You
Seven Extra Hours Of Freedom Every Week!**

You can banish dishpan drudgery, enjoy many extra hours of leisure and also protect your family's health by washing dishes the modern, sanitary, Hotpoint way!

The great new Hotpoint Automatic Dishwasher uses water many times hotter than your hands could stand! And for supreme cleanliness, it *double washes, double rinses and dries* your dishes, electrically, automatically, hygienically! Electric-heat drying under forced-pressure circulation assures you faster drying with clean, hot air.

Designed by America's foremost kitchen planners, this new Hotpoint washes everything—china, silverware, glasses, even pots, pans, and casseroles. Just load it and set the

dial. Your dishes are washed quickly and safely. Then the unit cleans itself and shuts off automatically.

You'll enjoy the many conveniences made possible by Hotpoint's *front opening* construction! Loading is easier. Hotpoint's *table-top design* gives you more than four square feet of extra work surface. Best of all, Hotpoint's *top spray* washes food particles down and out!

Hotpoint costs but a few pennies a day to operate—saves you many hours of tiresome work. It's available as a separate unit or in a variety of sink combinations. Ask your nearest Hotpoint dealer for a demonstration. Hotpoint Inc.,* 5600 West Taylor Street, Chicago 44, Illinois.



See the range all America is talking about—the new 1950 Hotpoint Automatic Electric Range with famous "Pushbutton Cooking". The price is amazingly low. Famous Hotpoint features include Sealed-Heat Oven, the world's fastest broiler, dual-service thrift-cooker unit, three storage drawers and many other advancements!

See Hotpoint's Combination Dishwasher-Disposal Sink!

● With a single installation, the new Hotpoint Dishwasher-Disposal® supplants both the old-fashioned dishpan and unsanitary garbage can! The new Hotpoint combination does your two most disagreeable kitchen chores the modern, work-saving way—eliminates unpleasant odors and messy accumulations of food wastes. See your Hotpoint dealer for a demonstration!



Everybody's Pointing To

Hotpoint

Quality Appliances

*A General Electric Affiliate

FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

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*at
down-
to-earth
prices!*



TWO MINUTES!... and Hunt's Heavenly Peaches are on your table, ready for your hungry family to enjoy.

What an easy, easy dessert for your busy days! And what a delicious breakfast fruit, too! Just keep a can or two of these tender-mellow, golden-yellow beauties in your refrigerator.

Hunt's Heavenly Peaches are hand picked,

then put up in heavy syrup to bring out their wonderful, wonderful flavor. And —

With all their quality features, do they cost you any more? Heavens, NO! Your grocer sells them at down-to-earth prices — usually LESS than brands you've been buying!

So, think of Hunt's for heavenly flavor. Get Hunt quality — for less money!



Hunt-
for the best



Hunt Foods, Inc., Los Angeles, California



PARED-DOWN SHEATH with 16-inch hemline is most high-style silhouette. It is gray flannel, worn bare-armed for dinner with pearls, patent pumps.

Spring Fashions

A ONE-WOMAN GUIDED TOUR TO NEW SEASON'S CLOTHES

The pictures on these pages constitute a quick but encompassing tour of the important points of interest in 1950's spring fashions. The guide on whom all the clothes are shown is Dorian Leigh, a top New York model since 1944 who has gone through the broad-shouldered era, the corseted New Look, the threatened return to the shapeless 1920s. She starts on this page with an outfit that embodies the highest style points of the season. Its toothpick-slim dress (*left*) and top-heavy jacket worn over it (*right*) are being copied in all price ranges. This is the most extreme outline in a spring that sees some interesting modifications but few radical changes.



BULKY JACKET worn with dress has chopped-off sleeves, big-cuffs and a canvas lining, is pulled poncho-like over the head. Traina Norell design is \$365.

Spring Fashions CONTINUED

CHECKS AND SHIRTWAISTS

The big comebacks this year, as shown in Gjon Mili's pictures, are two spring stand-bys; checks and shirtwaists. But the checks are not simply the neat, precise little patterns which make their demure appearance every year. They now include large, bold designs which are shoving aside the traditional spring prints and are most effectively used in swinging coats. The crisp and characteristically American shirtwaist, taken over to Paris by Fath and Dior, has come home with some definite French accents, most noticeable in softening full sleeves and bloused tops which distinguish them from severe man-tailored shirts. In streetwear it is a monochromatic spring, mostly black, blue or gray, with splashes of white in gloves, hats, flowers, umbrellas (*see cover*). Shiniest black is used in shoes made of expensive patent leather or of new, non-splitting plastics, which are also used for matching bags, belts, umbrella covers. Though styles shown here are expensive, they are being duplicated in lower priced lines.

DAY SHIRT in yellow tweed has a pointed collar, small shoulders and push-up sleeves. It blouses at cinched waist over its slim navy skirt (Vera Maxwell, \$100).



HARLEQUIN check pattern is new for a slim tweed coat (Trigère, \$235) worn over sheath dress with patent shell pumps (Frank Bros., \$24.95), plenty of pearls.





ALL KINDS OF CHECKS are used. Horse-blanket coat at left is worn straight or belted (Sportswear Originators, \$35). Full skirt of pin-point taffeta (center,



Molhe Parnis, \$80), like afternoon dresses below, is exception to pencil-slim rule for street. Coat at right has push-up sleeves, stand-up collar (Monte-Sano, \$195).



AFTERNOON SHIRT, one-piece black-and-white striped dress with box pleats, wide belt (Jacques Fath-Joseph Halpert, \$135) is dressed up with black cartwheel.

EVENING SHIRT in crisply tailored organdy goes with print skirt for informal parties (Ceil Chapman, \$70), is forerunner of coming summer's sheer shirtwaists.





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Fine Whiskies Since 1840

PARK & TILFORD "RESERVE" 62 1/2% GRAIN NEUTRAL SPIRITS 86 PROOF
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Spring Fashions CONTINUED

THE VANISHING SLEEVE



ABOVE THE WRIST goes the sleeve of this softly tailored checked suit of menswear worsted (Adele Simpson, \$125). Three-quarter length, it is considered long as spring sleeves go. Gauntlets cover the bare part of the lower arm.



ABOVE THE ELBOW goes the sleeve, the semi-cape of this classic flannel dresslike coat (Trigère, \$235). Halfway-length glove leaves the mid-arm bare. The outfit can be worn separately or, in cooler weather, as a coat over a dress.



OVER THE SHOULDER and gone is the sleeve in this sheath (Brigance, \$75). In early spring it is worn with a matching jacket. Later, without its jacket but with wrist-length gloves, bare-arm dress will be fashionable streetwear.

CONTINUED ON PAGE 67

There are others that are New, but none so truly Modern!

Make sure
your next refrigerator
passes all 4 tests



1. The housekeeping test: Will your next one burden you with the nuisance of weekly defrosting? Not if it's an Admiral Dual-Temp. Admiral's exclusive Moistrol automatically evaporates excess moisture. No need to cover foods, either; foods don't dry out, flavors don't mingle in the big Moist-Cold Compartment.



2. The frozen food test: Will your next one be able to quick-freeze fruit, meat, left-overs at 20° below zero? Yes, if it's an Admiral Dual-Temp, because this ultra-modern refrigerator has a separate freezing locker that can quick-freeze and store up to 84 pounds of food.



3. The fresh food test: Will fresh foods dry out and lose flavor in your next refrigerator? Not if you choose the Admiral Dual-Temp where fruits, meats and vegetables thrive in the cool, dewy atmosphere of the Moist-Cold Compartment. There's even an ultra-violet Sterilamp to kill "ice box" odors and retard mold growth.



4. The storage space test: Want lots of storage space without crowding the kitchen? Then you want a new, 1950 Dual-Temp. Your choice of 13½ or 10½ cubic feet of storage space, in streamlined, compact cabinets. Full-width freezer and full-length cold-sealed in tight by the new, exclusive Thermo-Door which can't warp or buckle.



Admiral
DUAL-TEMP

It's Food Heaven!

No defrosting—no dish covers needed—no bouncing flavors! Much more room than last year's models, at no increase in price!

That's a truly *modern* refrigerator—and that's the one you want. See the beautiful new Admiral Dual-Temp Refrigerators at your dealer's now!

Admiral Refrigerators as low as \$189.95.



TELEVISION • RADIOS • PHONOGRAPHS • RANGES
TELEVISION! See and hear "Lights Out" Mondays, 9 P. M., EST over NBC Network.
Also "Stop the Music" Thursdays, 8 P. M., EST over ABC Network.

longer lasting...it's genuine lacquer

For finger tips that stay lovelier longer,
the new word is Chen Yu. Faster drying,
harder setting, extra brilliant...it's genuine
lacquer, *made* to last longer. Extra safe, too!

12 fabulous new fashion-cued colors...
lighter, brighter, fashion-smarter...in
Chen Yu's functional new finger-rest container
for quicker, cleaner, easier application.



Chen Yu Nail Lacquer, 60¢*
Chen Yu matching lipstick
with the stay-fresh look, \$1.00*
*PRICES PLUS TAX

CHEN YU, INC., A DIVISION OF RICHARD HUDNUT



SHE'S WEARING CHEN YU'S BRILLIANT NEW CHAMELEON-LIKE "CHINESE RED" ON LIPS AND FINGER TIPS...HAPPY HARMONY WITH ALL THE RED-GOLD TONES.

THE NEW MOBILE PLEAT



MUSHROOM pleats of slim sheath (Traina-Norell, \$195) hang in plumb-line straight panels when wearer stands still, conforming to new silhouette. In motion they billow out in changing outlines. Big cartwheel hat is by Mr. John.



ACCORDION pleats of straight-hanging sheer dress (Jane Derby, \$250) can swirl into a ten-yard circle of flesh chuffon. For women who like both straight lines and freedom of action when they move, pleats are this season's solution.

CONTINUED ON NEXT PAGE

"What's wrong with Susan?"



"Nothing, really. All this is simply to let you know she's been chosen for the lead in the school play. Impressed?"

"But definitely! Who knows—with the right kind of training—Susan may someday turn out to be a real actress."

"Such enthusiasm, Jim. Seriously though, it's good to be sure that there will always be money for Susan to complete her education . . . whether it's dramatic school or college she wants."

"Ahem . . . if I remember right, it was my idea to include an educational fund when we set up our Mutual Life INSURED INCOME program."

"Yes, you were foresighted, I admit."

"I was surprised at first, when The Mutual Life Field Underwriter showed me that I could afford Insured Income planning. Now I know you'll be able to pay the monthly bills, and educate the children even if I'm not around . . . and, if I am around, we'll have the income to retire on when the time comes."

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Economical is the word for Mutual Life's Insured Income—because it builds family security on your present life insurance and Social Security.

The Mutual Life Field Underwriter near you will be glad to explain how your family and you can enjoy the benefits of Insured Income.



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INSURANCE COMPANY of NEW YORK

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Your Social Security—WORTH \$5,000 OR \$15,000?

SEND FOR FREE BOOKLET—Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

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NAME DATE OF BIRTH

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Is it a sandwich grill? **YES!**

You toast delicious sandwiches . . . fry bacon and eggs or even steaks . . . all right at your table!

Or simply by inserting the large aluminum waffle grids in the stunning new General Electric Combination Sandwich Grill and Waffle Iron, you can make four butter-brown waffles—in a jiffy!

Is it a waffle iron? **YES!**



Automatic, \$19.95 (Incl. Fed. Exc. Tax). Price subject to change without notice.

It's both—it's the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

IT'S STREAMLINED, graceful design makes it easy to keep shining clean. You'll appreciate the cool, brown plastic handles, too.

Automatic, a turn of the "Temperature Selector" quickly gives you the right heat. A "tell-you-when" light goes

off the very second you have it.

Automatic Model (and the Standard Model which is priced at \$14.95) come complete with waffle and sandwich grids—plus a recipe booklet you'll want to use! General Electric Co., Bridgeport 2, Connecticut.

YOU CAN PUT YOUR CONFIDENCE IN . . .

GENERAL  ELECTRIC

Spring Fashions **CONTINUED**

WOMAN'S GESTURES CHANGE

The new crop of clothes and accessories brings with it a new set of womanly gestures. The lady wearing the billowing boa (below) will be continually fluffing it out and adjusting the belt that anchors it. Her hands will be reaching up to keep the pillbox hat sitting squarely on her head—when they aren't reaching up to smooth hair which she is letting grow in back to balance the new narrow silhouette. Con-



ANCHORING SASH of an organdy boa around her waist is a preliminary to fluffing its folds through the neckline of the "little Carnegie suit" whose feminine tailoring has become a fashion institution. This one, in tweed, is \$250.

ALONG WITH HER CLOTHES

scious of her new heavy eye make-up (LIFE, Jan. 30), she will be inclined to bat her eyes frequently. Wearing patent shoes or carrying a patent bag, she will flick nervously at the slight specks of dust that mar their shiny surfaces. Her short, tight skirt keeps her mincing along in little steps. The skirts, of course, show off her long legs, but they also mean an incessant reaching down and back to straighten seams.



SMOOTHING LOCKS in place is constant gesture as back hair grows out. Deep back of slim sheath dress (Dior-New York, about \$135) reverses current scooped-out-front style. Massive white ring is frankly fake (Castlecliff, \$8).



MINCING up a step in tight skirt shows more leg than has been seen in several seasons. Stripped patent sandals (Evins, \$32.95), worn with pale stockings in new heelless nylon (Modeltex), are new for street in place of opera pumps.

CONTINUED ON NEXT PAGE

9 foot Concert Grand... \$4700 F.O.B. Lester, Pa.



the **LESTER** Concert Grand Piano

truly magnificent

Here is the perfect instrument for pianists who demand the ultimate in glorious tone, responsive touch and resonant volume.

The Lester Concert Grand is an instrument of superlative quality and distinguished beauty... the proud result of Lester's 62 years experience in building only finer pianos.

For home or concert stage... Lester offers the ideal size in the complete line of Grand Pianos that ranges from the 4 foot, 7 inch model to the 9 foot Concert Grand pictured.

Permanency of the glorious tone is assured by the Tone Stabilator... an exclusive Lester feature. Your dealer will also be glad to show you the genuine Betsy Ross Spinnet... made **ONLY** by the Lester Piano Manufacturing Company, Inc.



sold by America's foremost piano dealers

a beautiful piano with magnificent tone

Lester Piano Manufacturing Co. Inc., Lester 13, Pa.

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Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

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The **LESTER GRAND PIANO** is the Official Piano of the Philadelphia Orchestra

*You'll **SLEEP**
like a baby!*



She can thank Phillips' ANTACID ACTION for this!

Do you have trouble sleeping? Maybe acid indigestion is the cause. This condition often accompanies constipation—and keeps thousands awake. When this happens to you, the thing to do is take Phillips' Milk of Magnesia before re-

tiring. Phillips' Milk of Magnesia is one of the fastest, most effective stomach acid neutralizers known. It works so quickly that in practically no time at all, your acid condition is eased away—and you're deep in peaceful slumber.

*Meet tomorrow
with a **SMILE***



She can thank Phillips' LAXATIVE ACTION for this!

Besides being a marvelous antacid which helps you get a good night's sleep, Double-Action Phillips' is also an excellent laxative... and when you awaken in the morning it brings gentle, effective constipation relief—so you can meet the new day with a smile, feeling wonderfully refreshed and bright.



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



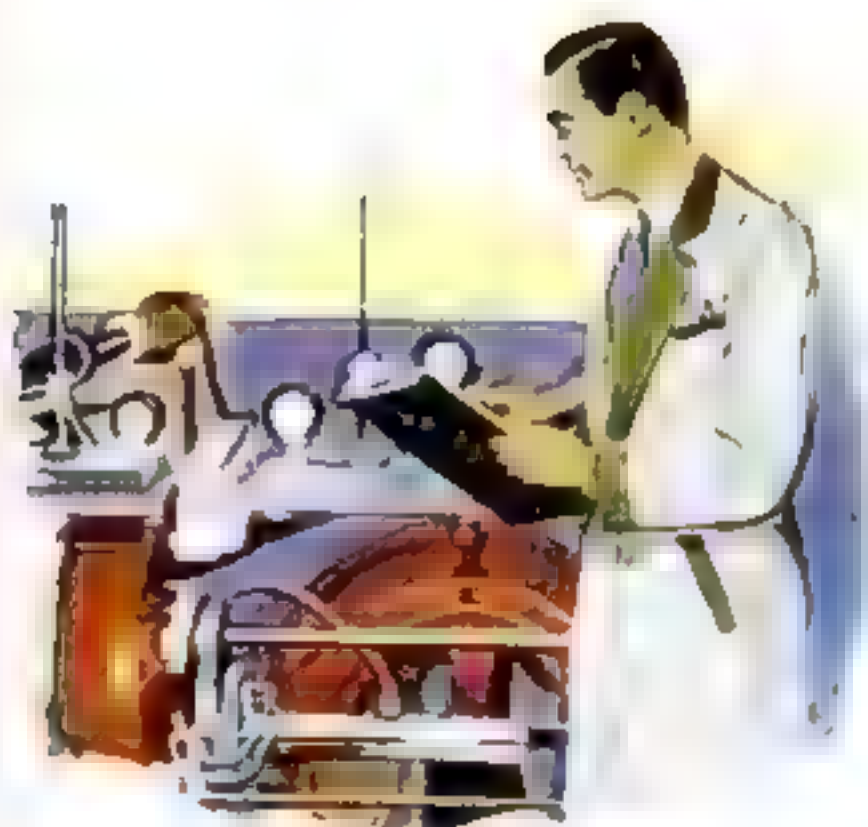
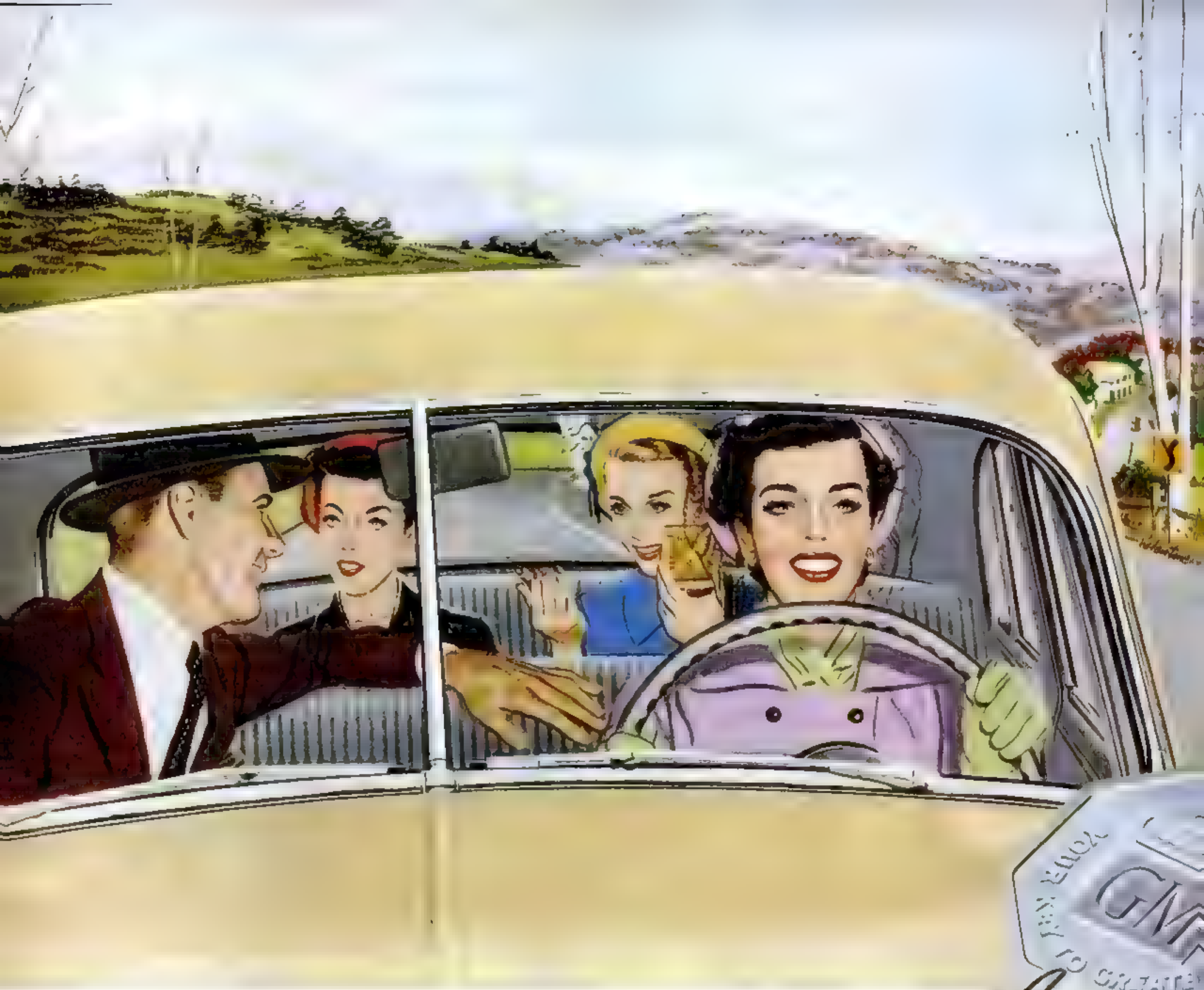
FASHION TOUR'S END finds Dorian Leigh in a strapless, white dance dress (Traina-Norell, \$250) that combines piqué and patent, a big spring favorite. It has separate cuffs that slide up the arm. Even to a popular model like Dorian, who manages to sample most new fashions, the tour was highly useful, giving her a chance to try on everything at once instead of piecemeal. Weary at the end, Dorian still got a lift out of this dress, for a white evening gown, as every clothes-wise woman knows, is a sure-fire way of bowling over almost any male.





We don't need
to color our story—

If you want a **TREAT**
instead of a **TREATMENT**
... smoke **Old Golds**



WHOLE NEW CHAPTERS on the flow of liquids were written for textbooks — as the result of explorations into transmission oils by engineers.



TO BRING AUTOMATIC DRIVES within the reach of the car-buying public's budget, production men had to plan new ways of building precision-made assemblies.

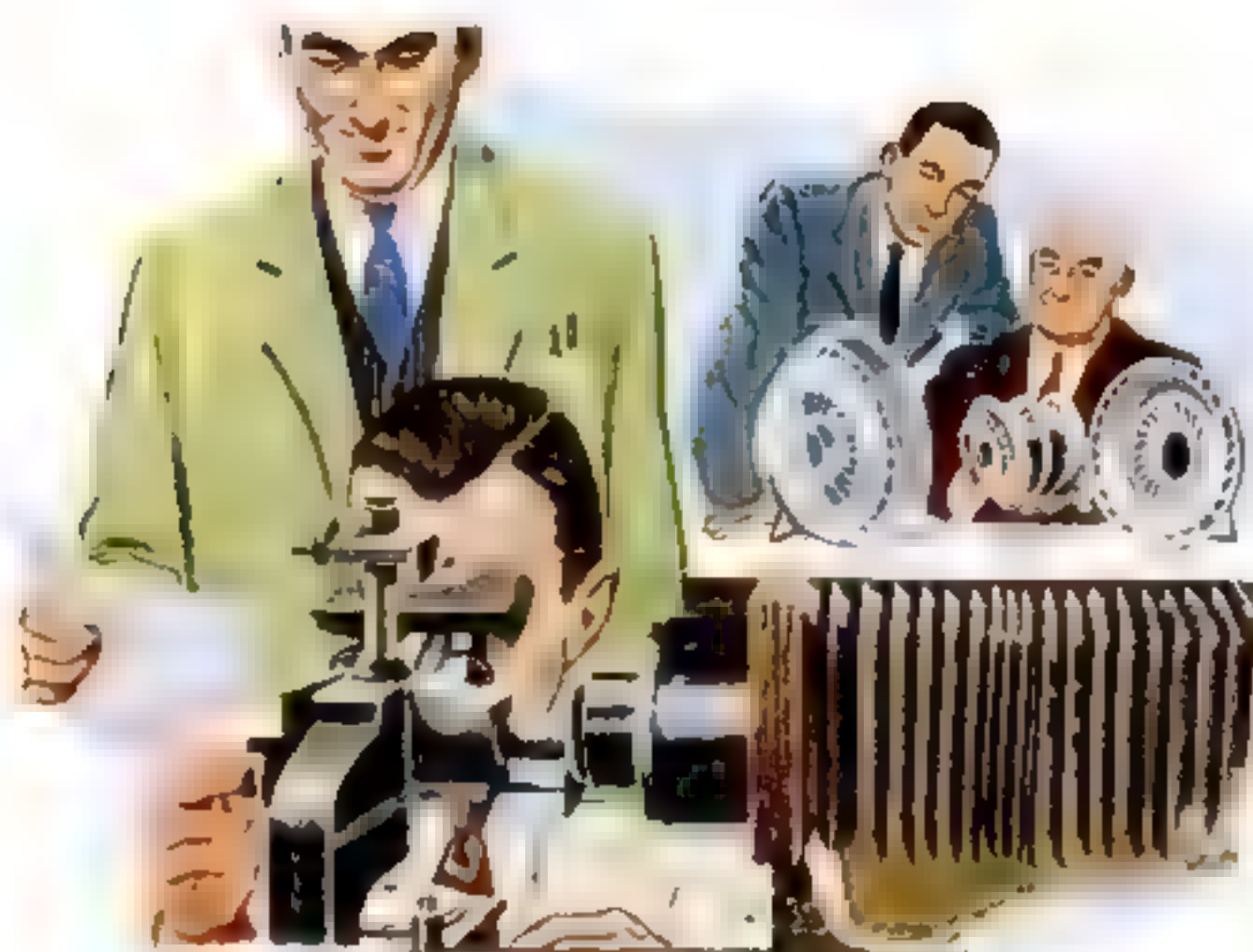
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THERE'S NO CLUTCH PEDAL—there's no manual gear-shifting in normal forward driving—as you travel with any one of GM's completely automatic drives. And each GM car offers the drive best suited to its needs.



ENTIRELY NEW ALLOYS were needed for the inner works of automatic drives, and research metallurgists developed them.

Key to free and easy driving

Here's the big fact for 1950 car-buyers!

You can have a truly automatic drive on any new General Motors car.

This solution of the shifting problem is another example of how GM works ceaselessly on product improvement. The first step was taken over 20 years ago when GM developed Synchro-Mesh transmission to free the driver from clashing gears.

Then they set out to eliminate clutch pedal and manual gearshifting—and pioneered automatic transmissions 11 years ago. They didn't stop there, but kept at their job of making driving easier for more and more people.

Today—thanks to endless work in research, engineering and production—any 1950 GM car can come equipped with a truly automatic drive—PowerGlide on Chevrolet; Hydra-Matic Drive on Pontiac, Oldsmobile, Cadillac, Dynaflo Drive on Buick.

And any dealer in GM cars will be glad to show you how free and easy driving can be.

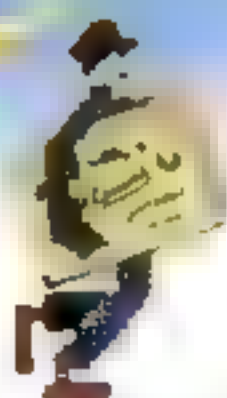


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A HEAVENLY HONEY NOUGAT

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... A WONDERFUL, JUICY CHERRY

IN SYRUP

... A BITTERSWEET COCOANUT.

CRISP, CHOCOLATE-DIPPED NUTS ...

HERE'S A BITTERSWEET ORANGE

... A DELICATE MARSHMALLOW

A NEST OF BRIGHT, CRUNCHY

JORDAN ALMONDS

... REFRESHING CHOCOLATE MINTS

... BUT THERE! YOU'LL HAVE TO IMAGINE

FOR YOURSELF THE REST OF THE MANY TASTE-THRILLS YOU'LL FIND IN YOUR ...

Whitman's
CHOCOLATES



A Woman Never Forgets the Man Who Remembers

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MARY BIGLER PICKED BANDIT FROM EYES AT RIGHT

THE CASE OF THE COLD, CRUEL EYES

An accurate memory convicts thief

On a foggy night last July, Mary Bigler, 29, a seaman's wife, and her sister entered a little cafe in San Pedro, Calif. just as two masked men were holding up the place. The thieves shut the women in the rest room, beat up the owner and fled with \$938. One of the gunmen, Gordon D'Arcy, was captured that night and got a life sentence. The other escaped, but Mary Bigler was sure she could identify him if he were ever caught. Even though he had worn a mask, she said, she would never forget his eyes—"those cold, cruel, deep-set eyes."

In Nebraska four months after the robbery the FBI arrested a suspect, Henry J. Thwaits, a gambler, bookie and all-round no-good. At Long Beach, Mrs. Bigler picked him out of a police lineup by his eyes ("Night after night I saw them in my sleep"). But at the trial Thwaits was sure that she could not make the identification stick. He persuaded his reluctant attorneys to fix up a photographic exhibit of 11 pairs of eyes (*right*), including his own. Said Thwaits, "I'll give you 500 to one that dame can't pick my picture out."

On Feb. 22, in a Long Beach courtroom, Mrs. Bigler scanned the exhibit, pointed to Thwaits's eyes, said, "That's him" and fainted. When she came to she repeated the identification, and fainted again. Gambler Thwaits knew he had been caught trying to draw to an inside straight. He said, "It sure looks rough." It was. Verdict: guilty. Sentence, with no parole possible: life imprisonment.



A GALLERY OF EYES confronted Mrs. Bigler on stand. She dismayed the defense by quickly picking

Thwaits's eyes (*fifth from top*) from collection that included those of his brother, sister and a defense attorney.



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THE DOZEN"
a 20th Century-Fox
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**"Proctor's the toast expert
of Hollywood stars!"**

Its "Color Guard"
toasts
perfectly
to your taste!



In Hollywood where the finest is always preferred, you'll find this magnificent Proctor Custom Toaster in the homes of the Stars. Note its richly simple design adorned with chased ornamental band. Beautiful . . . and so easy to keep clean. And what delicious toast it makes, thanks to its exclusive silent "Color Guard" control that browns toast exactly to your taste—light, golden or dark. Even reheats cold toast without burning. See this beautiful Proctor toaster in its lovely gift carton. A prized possession . . . a perfect gift. Price \$22.50 Fed. Tax Inc.

EXTRA SPECIAL

One of America's finest toasters at a remarkable special price. A year ago this Proctor Standard Toaster with "Color Guard" control sold at \$18.95. Now, at Proctor Dealers

ONLY \$13.95 Fed. Tax Inc.



PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PA.

PROCTOR®

Choice of Hollywood Stars

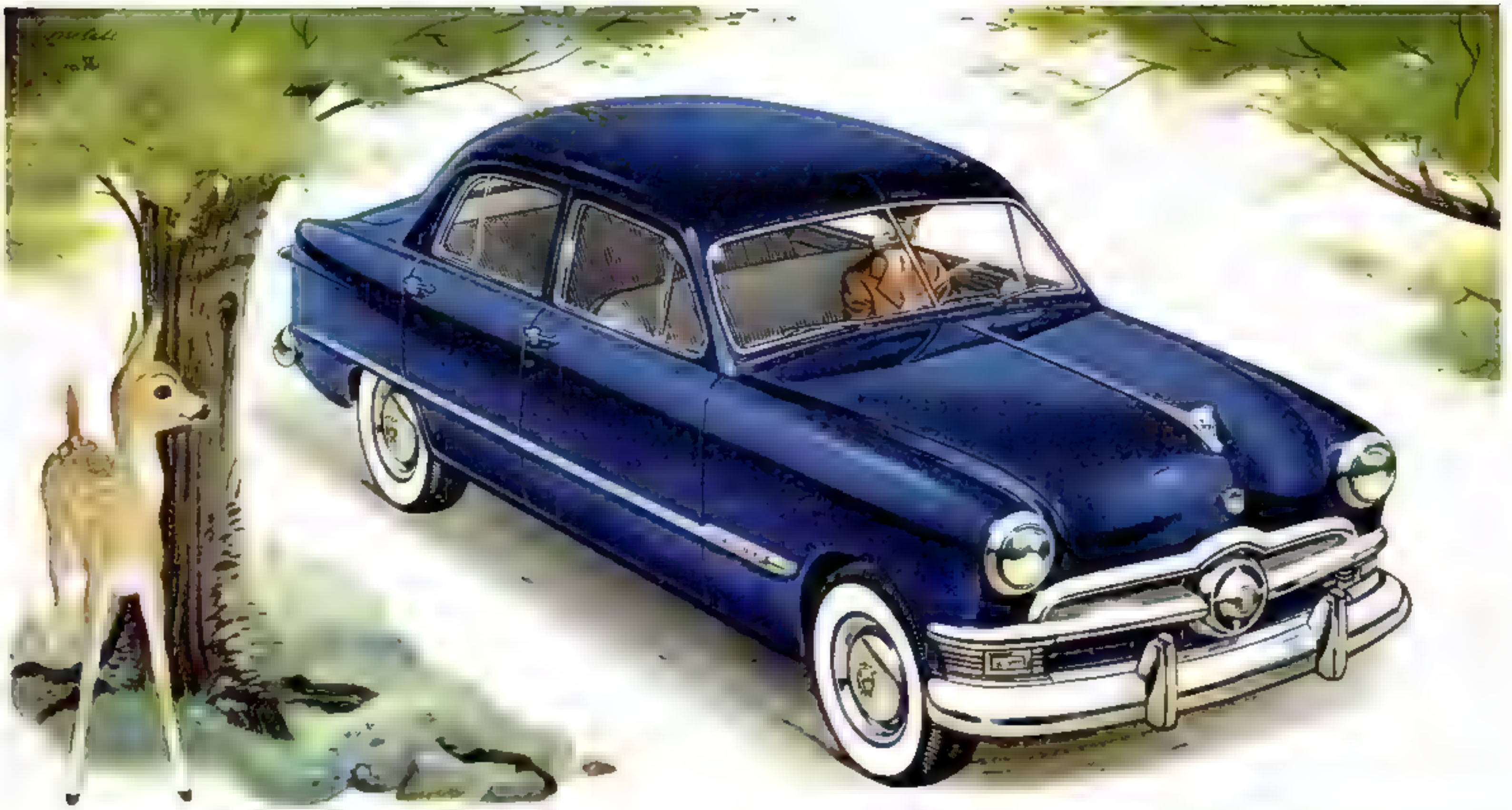
Cold, Cruel Eyes CONTINUED



WITH GLASSES, which Thwaits wears sometimes (but I did not wear on the hoodup) he sweats out verdict. Under severe state law he could have got a death.



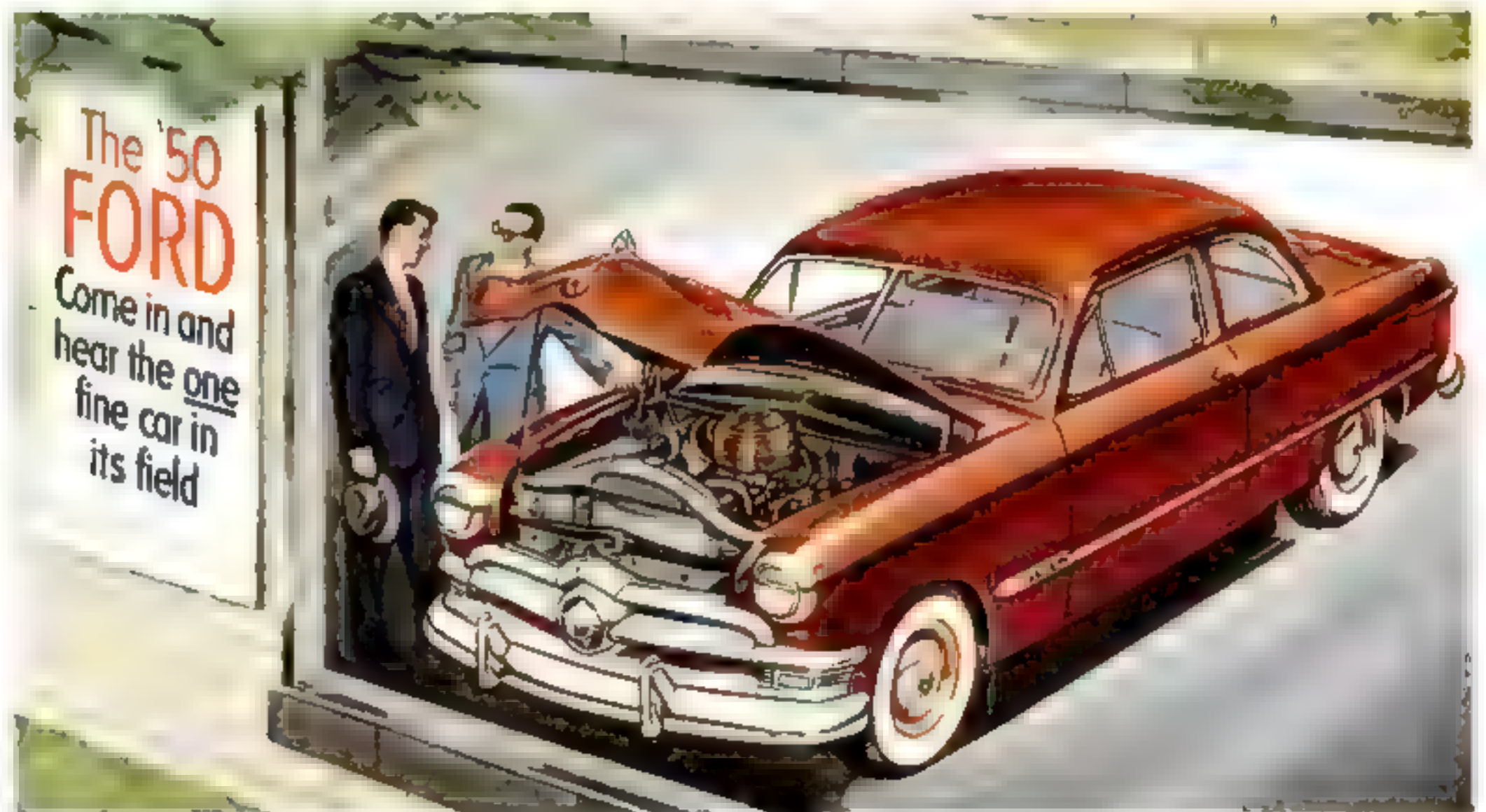
WITHOUT GLASSES, Thwaits looked like this when Mrs. Bigler picked him out of police lineup. Now 38, he was first arrested for robbery at age of 17.



"TEST-DRIVE" A '50 FORD—it'll open your eyes!

It whispers while it works!

It has a new 100 horsepower V-8 engine that's so quiet you'll have to listen with both ears to hear it! That's because it has new superfitted pistons that operate more quietly, a new "silent-spin" fan, a new molded composition timing gear and a new "quiet-contoured" cam design that hushes valve action.




White sidewall tires, optional at extra cost.

It has "looks" that last because the fresh new colors are actually baked on! Yes, here's "Fashion Car" styling that's "good" for years. No beauty detail, no convenience feature has been overlooked.



It has a relaxing "Mid Ship" ride in Ford's famous all-steel "Lifeguard" body that's been sound-conditioned in the roof, doors and body panels. And, for further comfort, the wide front seat has new non-sag springs and a firmly buoyant, foam-rubber cushion!

It has driving ease you can get only from Finger-Tip Steering and "King Size" brakes that stop with 35% less effort! But take the wheel of a '50 Ford yourself at your Ford Dealer's! You'll see, feel and hear the difference and you'll agree that it's the one fine car in the low-price field!

The '50
There's a  in your future...with a future built in
Ford



SEATED ON FOLDING CHAIRS DEMOCRATS TACLE FILET MIGNON. OVER THE SPEAKERS' TABLE IN REAR ARE PORTRAITS OF TRUMAN, JEFFERSON, JACKSON, BARKLEY



TRUMANS STARE OUT AT CROWD AS MRS. O. MAX GARDNER (LEFT), DINNER CHAIRMAN LUCKMAN AND DEMOCRATIC CHAIRMAN BOYLE WELCOME THEM TO ARMORY

HALF-MILLION-DOLLAR MEAL

More than 5,000 Democrats pay \$100 a plate to attend Jefferson-Jackson dinner and fatten their party's treasury

"This is the most remarkable dinner I've ever seen," said President Truman proudly when he rose last month to address his party's Jefferson-Jackson Day dinner in Washington's National Guard Armory. Everyone in Washington could agree, including the Republicans who the week before had assembled in Uline Arena to eat a simple \$1 chicken box supper with their fingers. The 5,300 fancier and presumably better-heeled Democrats paid \$100 a plate for their meal: grapefruit, filet mignon, ice cream, *petits fours* and demitasse, prepared four miles away in the kitchens of the Statler and Mayflower hotels and hauled in heated trucks to the armory, which had been gaily decorated for the occasion (*opposite page*) by Designer Raymond Loewy. It was the

biggest dinner ever held in Washington and, after paying all expenses, Democratic National Chairman Bill Boyle had a whopping profit of \$450,000 to add to the party treasury for the coming congressional campaign.

While the huge hall filled up, minor officeholders and party sympathizers made a point of strolling past the speakers' table to make sure the Democratic bosses noted their \$100 faithfulness. Among the proudest of the party's faithful was dinner chairman Charles Luckman. Recently resigned from his \$300,000-a-year presidency of the Lever Brothers Co., Luckman ran the dinner, introduced the guests and did such an efficient job that Democrats went home hoping he would still be available the next time they needed to raise some money.



CONNECTICUT GOVERNOR Bowles (*left*) is playfully mauled by Allan Haywood, C.I.O. vice president.



TREASURY SECRETARY Snyder mumbles a pleasantry to Mrs. Dean Acheson, wife of Secretary of State.



MICHIGAN GOVERNOR "Soapy" Williams shows off his big, boyish smile. Standing in rear is Myrna Loy.

Grant's

Largest-Selling
8 and **12** YEAR OLD
 Scotch Whiskies
 in America*



FAMOUS LORE OF SCOTLAND

The tavern lanterns of 16th Century Edinburgh were among its first street lights. The art of Scotch distilling, however, is more than a century older.



* Every drop of GRANT'S is either 8 or 12 years old. Wm Grant & Sons are the exclusive proprietors of the Balvenie Glenlivet and Glenfiddich distilleries. 86 Proof.

SOLE U.S. DISTRIBUTORS: **Austin, Nichols & Co., Inc.** BOSTON - NEW YORK



PLATES OF HOT FOOD pile up in armory after arriving from hotel kitchens. An elaborate system of lighted old waiters when to serve and clear tables.

"If you want a Milder
cigarette that Satisfies
it's Chesterfield"

Gangway Port

Production

TWENTY ROCK HIGH

Fox Picture

...and JASPER T. CARTER,
PROMINENT TOBACCO FARMER says -

"Chesterfield pays the top price to get
the very best mild, ripe tobacco.
Chesterfield has been my cigarette
for over 35 years."

Jasper T. Carter

BLANCH, N. C.

A B C CHESTERFIELD

The Best Cigarette for YOU is CHESTERFIELD

Kraft Cheese

Bazaar to help you with your Lenten menus



SURE SUCCESS
SOLFFEE! The step-by-step illustrated instructions for this glorious main dish are yours (along with other wonderful recipes) in Kraft's beautiful new booklet called "Cheese Classics". It's free! Request your copy on a penny post card addressed to Kraft Foods Company, Dept. CC-20, Chicago 90, Ill.

Now's the perfect time to discover the dozens of different kinds of wonderful cheese makes and imports for you. Now—during when cheese is such an important help in making! Now—when stores are especially full of all kinds of tempting treats in the Kraft Cheese Bazaar.

Your old Kraft favorites are in the Bazaar, plus all sorts of other lip-smacking varieties your folks may have never even tasted.

Visit your dealer's Kraft Cheese Bazaar away and pick out a grand assortment.



NATURAL CHEDDAR CHEESES! If you want old-time mild cheese goodness get *Kay Brand Natural American Cheddar*—made from pasteurized milk, cured right in its own wrapper! For mellow-sharp flavor with crumbly natural texture get *Kraft Sharp Cheese* in the square package. Here's *Kraft* protected natural cheese!



THE RED BALL is a gay "Dutch treat"—delectable *Dan-Dee Brand Gouda* for your cheese tray. The other gay "red coat" is *Chantelle*—golden inside and mellow as old wine. For lovers of delicate Swiss—the round carton of *Crown Brand Process Swiss Gruyere*. It holds individually wrapped portions; imported by Kraft.



MORE CHEESE TRAY DELIGHTS! *Philadelp* Brand—the cream cheese that's guaranteed! *MacLaren's Imperial*—the aristocrat of sharp of *Wedges* of mellow *Kraft Camembert*. *Blue Chips* a zippy blend of blue cheeses pressed into a slicing. *Kraft Blue Cheese* in individual wedges.

**THE WORLD'S FAVORITE CHEESES
ARE MADE OR IMPORTED BY**

KRAFT



NEW PERFECT WAY TO GET CHEESE IN SLICES!

Kraft De Luxe Slices . . . soon available in all markets—are cut, wrapped and sealed by Kraft right after the cheese is pasteurized! The neat package holds 8 perfect slices . . . no slivers, no dried out edges. Five different kinds of Kraft De Luxe Slices: American, Pimento, Swiss, Bruck and "Old English" Brand Pasteurized Process Cheese—protected by Kraft all the way to you!



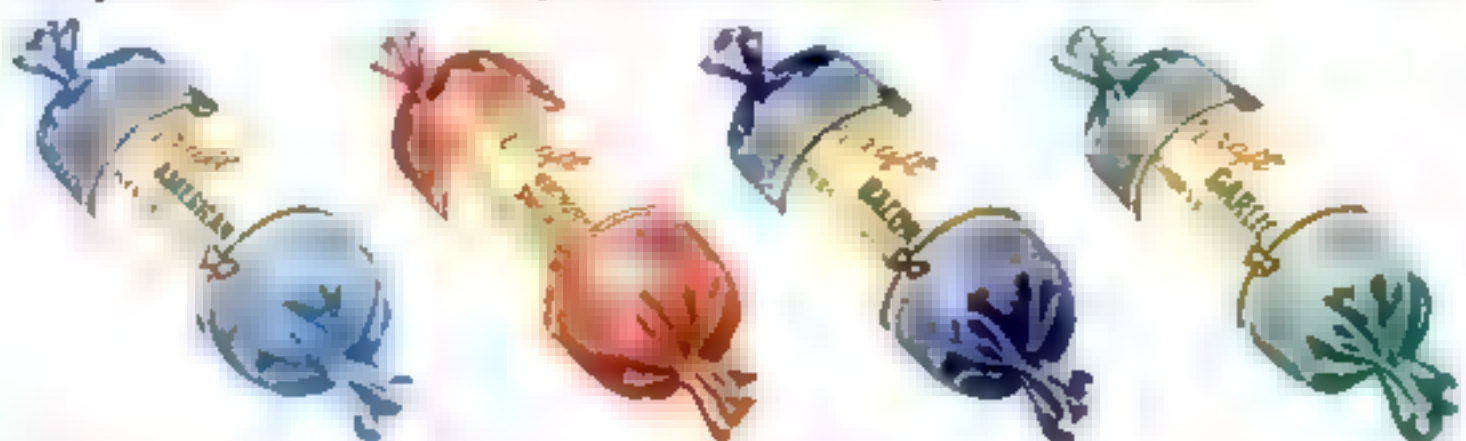
Split round buns and toast one side of each half. On each half bun place a Kraft American De Luxe Slice. Top with a slice of peeled tomato and a crosswise slice of green pepper. Toast under moderate broiler heat until cheese is melted and the tomato and pepper broiled. Serve hot.



WEDGES OF GRAND EATING! They're wedges of genuine, rich-tasting cream cheese with other good things added! Your folks will love to lay knife to 'em. Five varieties in all: Kraft Chive Cheese Spread, Pimento, Olive-Pimento, Relish and Pineapple Cheese Spreads. Wonderful for sandwiches and snacks.



YOUR STAND-BYS—for snacks, sandwiches and cookery. Deliciously mild Velveeta, the cheese food that's digestible as milk. Medium-mellow Kraft American and sharp "Old English" Brand Pasteurized Process Cheeses. All three melt perfectly. Get your favorite in the thrifty 2-lb. loaf and be ready for cheese treats.



NEW! SMACKING-GOOD LINKS! They're appetite-teasers—ready to slice for your snack tray or spread for snacks. Four tempting varieties in cheese foods you'll go for: Kraft Hickory Smoked with the savory, smoky taste; Kraft Garlic, a link to set out for gourmet friends; Kraft American; and Kraft Bacon Cheese Food.



AMERICA'S FAVORITES FOR QUICK SNACKS AND SANDWICHES Kraft gives you nine different spreads . . . all packed in smart drinking glasses. And every one perfectly delicious. The "creamy-tasting" ones are Kraft Pimento, Olive-Pimento, Pineapple and Relish Spreads. With zippier flavors: Kraft Cheese and Bacon Spread, Limburger, "Old English", Smokelle* and Roka*. Keep a good assortment on hand and you're always ready to set out a snack, make a hearty sandwich or perk-up a salad.

*Trade-mark



SPRINKLE IN THE CHEESE FLAVOR! Golden Kraft Grated, delicate Kraft Parmesan in handy shakers. The touch for soups, casseroles, salads.

FOR WHISKEY WITH THE MELLOW TASTE
THAT WE OLD-TIMERS KNEW —



YOU NEEDN'T BE A SHERLOCK HOLMES
AND SEEK A SECRET CLUE —



THERE'S A SIMPLE, ELEMENTAL THING
FAR EASIER TO DO —



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker. And
Hiram Walker's 92 years at fine whiskey-making makes Imperial good!



Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.



IN THE AUTUMNAL GLOOM OF A VIENNESE CEMETERY THE AMERICAN (JOSEPH COTTEN) WATCHES HIS DEAD FRIEND'S MISTRESS (ALIDA VALLI) WALK PAST HIM

MOVIE OF THE WEEK:

The Third Man

To the insistent jangle of a zither in the ruins of Vienna, Carol Reed turns out another fine thriller

Will the beautiful lady above turn around in time to recognize the look of love in the young man's face, or will she go on walking right past him? This is the last of many mysteries which are cleared up, generally in unexpected ways, in the high-class British movie thriller, *The Third Man*. Created by the skillful director-writer team of Carol Reed and Graham Greene, it has much the same theme as their previous success, *The Fallen Idol* (LIFE, Dec. 13, 1948): an innocent, let loose in a world of evil and ambiguity, blunders his way into making trouble for everybody. Only this time, instead of

a little boy, the hero is an American, a hack writer of Western fiction who comes to Vienna to visit an old friend, Harry Lime. Lime, he is told, has been killed in an automobile accident. There were two men at the scene; later he hears there were three. Who was the third man? Trying in his amateur way to find out, he gets involved in a murder, a love affair and finally a gun fight in the city's sewers.

An experiment in international movie-making, *The Third Man*, which was filmed largely in Vienna, unites three Hollywood stars (Joseph Cotten, Alida Valli and Orson Welles) with a British star

(Trevor Howard) and an extraordinary collection of veteran central European actors in minor roles. Under the master hand of Director Reed, the performances are all excellent. But the real stars of the movie are the camera, which does everything but stand on its head as it searches out the weird perspectives and grotesque shadows of the bomb-shattered city; and the background music, which consists entirely of tunes played on a zither by Anton Karas, whom Reed discovered in a Viennese tavern. Between them they build an eerie image of a sinister, corrupt corner of the postwar world.



Style 55089-2

...there's more than
meets the eye...

... in this handsome pair of John C. Roberts Shoes with Mello-Stride Feature. Because they contain a springy, leather-covered insole that cushions your every step, Mello-Stride Shoes give you foot comfort so relaxing you have to try them to believe it! "Like walking on air," say men who own a pair. And very few men own just one pair, because Mello-Stride comfort gets to be a habit! Try on a pair soon! See your classified phone book or write us for the address of your nearest John C. Roberts dealer. BOYS! Ask to see those keen John C. Roberts Junior Shoes!



John C. Roberts Shoes, \$9.95 to \$12.95;
with Mello-Stride Feature, \$13.95 to \$15.95.

A few patterns slightly higher.
Also Robertson Shoes at lower prices.

JOHN C. ROBERTS SHOES • *Friedman-Shelby* DIVISION
International Shoe Company • St. Louis 3, Missouri
World's Largest Shoemakers

"The Third Man" CONTINUED



A BRITISH POLICE OFFICER (Trevor Howard) tries to get the American (left) out of Vienna. But the American insists on searching among the grotesque faces of the city (below) for a key to the mystery of Harry Lime's death.



THE FIRST MAN present at the accident was a decrepit Austrian baron who plays a violin in a nightclub.



THE SECOND MAN was a sleek black-marketeer called Popesco, who tries to throw American off the scent.



SCREECHING LANDLADY at the house of Lime's girl friend tells American she dislikes the intrusion of police.



THE DOCTOR who signed Harry Lime's death certificate stirs up suspicion by his ambiguous explanations.



HOUSE PORTER at Harry Lime's tells American he knows who the third man is, but is killed before he can tell.



HARRY LIME HIMSELF (Orson Welles) turns up alive, tries to bribe his friend to forget the whole business.

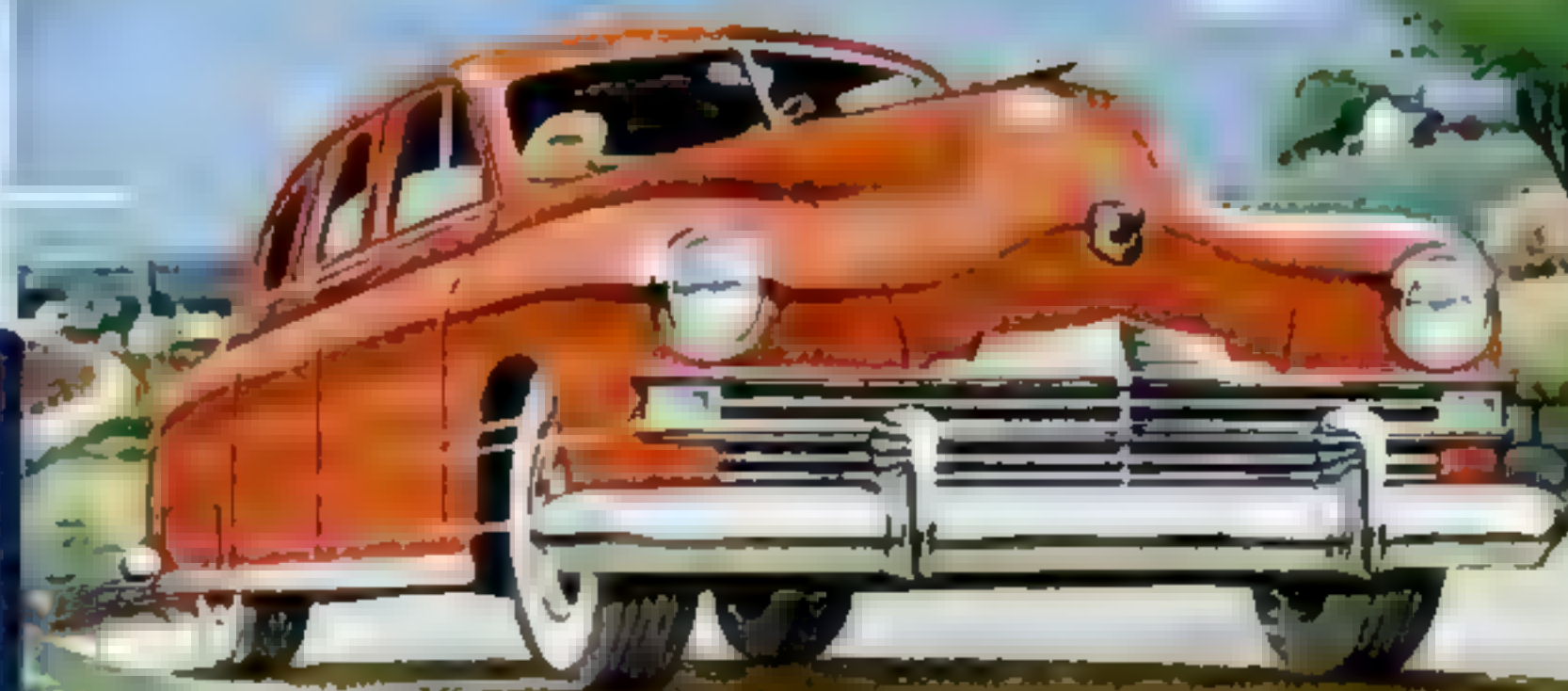
CONTINUED ON PAGE 41

CUSTOM-MADE HAVOLINE

The Best Motor Oil your money can buy



...to give you
BEST performance
BEST protection



An exclusive new scientific formula makes Custom-Made Havoline Motor Oil even better than its famous predecessor, *better than any premium oil you can buy*. This great new motor oil *passes all requirements for heavy-duty motor oils*, including the stringent engine tests as established by government and industry.

Tested and proved in millions of miles of driving in all 48 states, Havoline is literally custom-made for automobile engines.

A money saver for old cars, a *must* for new cars — Custom-Made Havoline is available today from your local Texaco Dealer, *the best friend your car ever had*. Change today!

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

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WHY CUSTOM-MADE HAVOLINE IS BEST:

Fights rust, wear,
acids and sludge
Cleans dirty engines,
keeps them clean

YOU GET:

Easier starting
Smoother performance
More power, more
gasoline miles
Better lubrication
Longer engine life

TUNE IN: Texaco Star Theater starring MILTON BERLE on television, Tuesday nights. Metropolitan Opera broadcasts, Saturday afternoons.



PRODUCT OF GENERAL FOODS

Even the fussiest folks say **Birds Eye**
Orange Juice tastes better than just-squeezed!



Forty-Six Food Editors flew to Florida to taste Birds Eye Orange Juice, to compare it with fresh-squeezed juice. 33 out of the 46 preferred Birds Eye. And no wonder! Birds Eye is pure, vitamin-rich juice from tree-ripened oranges, quick-frozen within minutes of squeezing.



Pour, Shake, Pour—takes 45 seconds! No squeezing! Empty Birds Eye concentrated juice into a shaker or glass jar, add 3 parts cold water, shake hard. (You can stir, but shaking's better)...Get 6 glasses —1½ pints of the best orange juice you ever tasted!



Keeps Frozen or Mixed. Birds Eye Orange Juice keeps in your freezing compartment without loss of orchard-fresh flavor. Once mixed, keep any you don't drink, in a covered jar under refrigeration, for use next day. Lay in a supply today. There's no orange juice like Birds Eye!



Copyright © 1958
General Foods Corp.

BIRDS EYE-BOUND TO BE BETTER!

"The Third Man" CONTINUED



THE THIRD MAN'S CAT runs to lick his master's feet in the darkness of a street and thus reveals to the watching American hero who third man really is.



A LITTLE BOY, sinister child played by 4-year-old Herbert Halbrik, points out the American as the man he saw upstairs in room of the murdered porter.



THE THIRD MAN'S FINGERS wriggle like starfish above the pavement as he tries to escape from the sewers where the police have tracked him down.

CONTINUED ON NEXT PAGE



VEILED ILLUSION

Just as a fine veil
flatters your face, so
does the "Veiled Illusion"
of Berkshire's Nylace
stockings beautify your legs
with a subtle, dull flattery...
and they cannot run!

sheer, sheer

Berkshire

Nylace Stockings

by the world's largest manufacturer of full-fashioned stockings.

Nylace Reg. U. S. Pat. Off. © 1960, Berkshire Knitting Mills



Adventuring in an armchair? That's just the right time for Hires. But you can enjoy Hires most anywhere . . . by the bottle . . . at fountains . . . or from automatic dispensers. When you want refreshment, ask for Hires. It makes a minute mean so much.



"The Third Man" CONTINUED



REED COACHES WELLES as they stand silhouetted against floodlights preparing to shoot film's climactic chase scene in sewers under Vienna's streets.



REED LISTENS TO KARAS as zitherist plays one of his haunting themes. Karas' records, sold by hundreds of thousands, made zither rage of England.

SOUTH
AMERICAN
MILLS



A contemporary wit has said that a man must be 45 before he can appreciate clothes, money or women. How neat but how inaccurate. The popularity of Hart Schaffner & Marx clothes with men of all ages is enough to disprove him on all three counts. For they are bought by those who evidently enjoy looking their best . . . who realize that good clothes are always an economy

in the long run . . . and are willing to take the risk of being admired



The gentleman above is wearing one of our famous Triple Test® suits...in the new Arrowhead pattern.

Tom Hux

HART SCHAFFNER & MARX®

Now... your fortune
is your

Angel Face

POND'S new foundation and powder—all in one

You're in velvet—truly—the moment you smooth on this luscious, loveliest of new make-ups! For *nothing's* made you look like this before. You'll want to be an Angel Face *forever!*

Not a cake make-up... not a greasy foundation!

Completely different from any other kind of make-up... Pond's Angel Face is actually foundation and powder *all in one*. A triumph in subtle, sweet-tinted flattery, perfect to use anywhere, *any time*—because Angel Face *can't spill* over handbag or clothes!

Goes on with a puff—and stays! Pond's Angel Face slips on smooth as heaven—with its own luxurious *puff*. No watery sponge. No greasy fingertips. No loose, spilly powder. And Angel Face contains a special “cling” ingredient that makes it stay on, *much* longer than powder! Long after you've put it on, your Angel Face will be smooth, softly-glowing, adorably *fresh!*

Society Beauties love it!

“I'm absolutely delighted with Angel Face! I adore the quick, easy way it applies. Angel Face gives my complexion a softer, fresher color that stays on for hours. I carry mine constantly.”

THEODORA ROOSEVELT

“I always carry Angel Face in my bag for a make-up ‘change.’ It smooths on so easily! No wet sponge or loose powder. I can touch-up or completely re-do my make-up in just a few seconds!”

THE LADY DAPHNE STRAIGHT

“Angel Face is by far the most flattering make-up I've tried. It's so *smooth* on my skin. And the soft tan-rose color of the new ‘Blushing Angel’ shade blends perfectly with my natural skin tone.”

ANTONIA DREXEL EARLE

Complete with puff—Angel Face is 89¢ plus tax



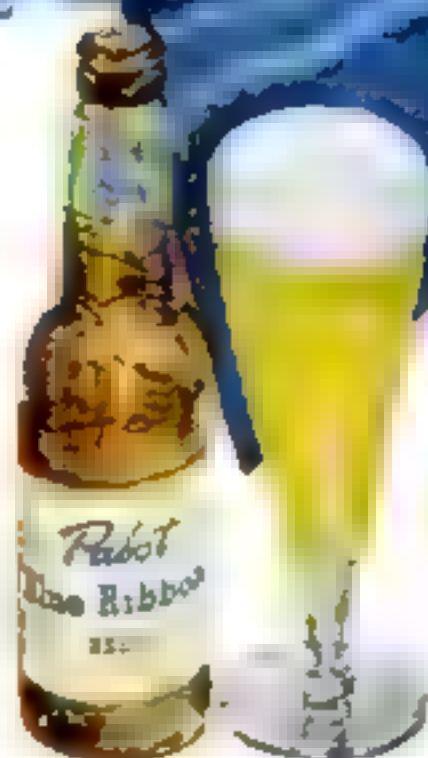
— 6 enchanting shades



YOU HEAR IT EVERYWHERE...

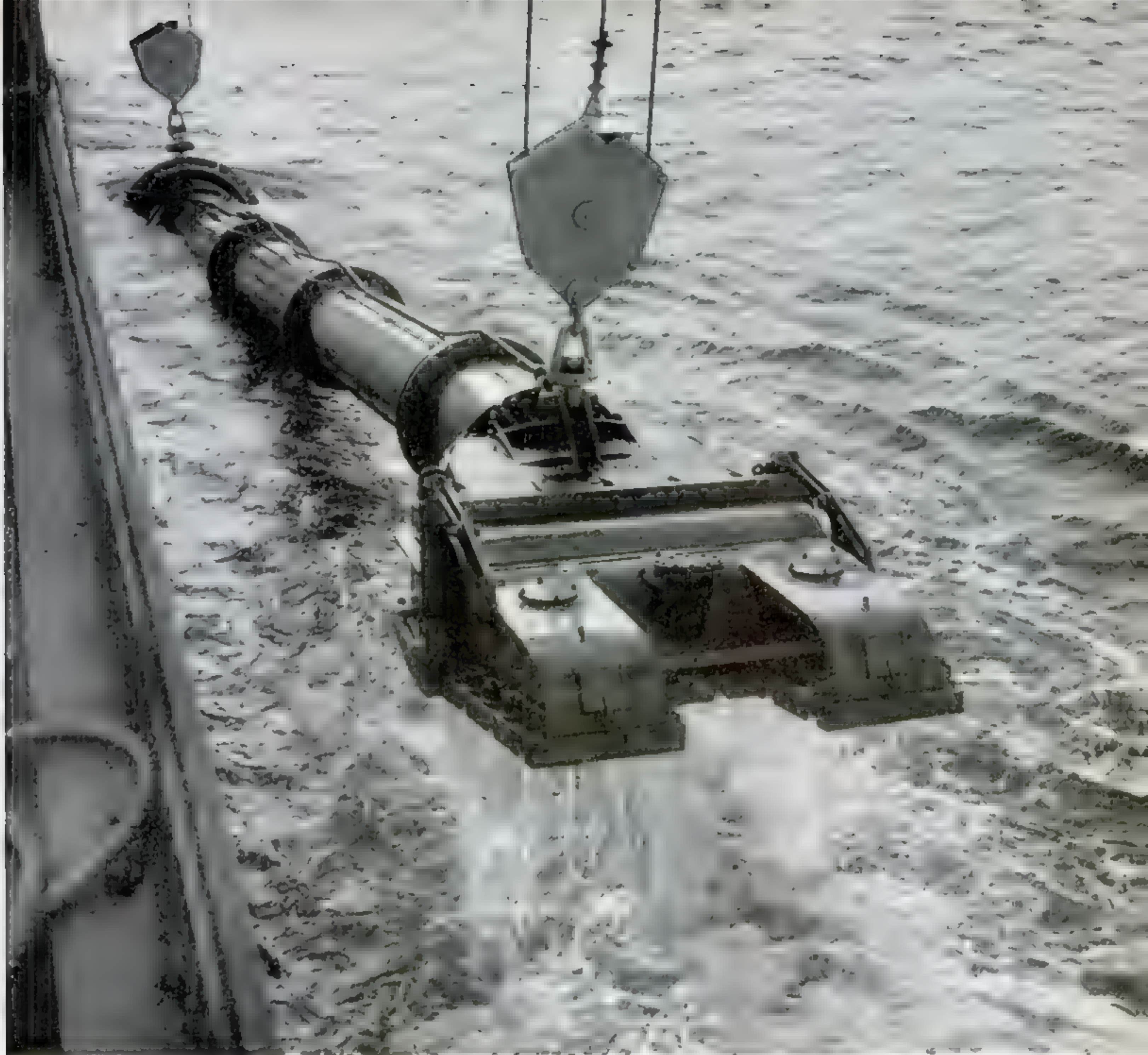
*"finest beer served
...anywhere!"*

Your Taste will tell you why!



 **Pabst**
Blue Ribbon

33 FINE BREWS BLENDED INTO ONE GREAT BEER • Copr. 1949, Pabst Brewing Co., Milwaukee, Wisconsin



ONE OF THE "ESSAYONS'" TWO 30,000-POUND DRAG HEADS EMERGES FROM THE BAY. THIS IS A SAND DIGGER. IT HAS ANOTHER SET OF DRAG HEADS TO DIG MUD

THE ARMY'S NEW SEAGOING VACUUM CLEANER

Biggest dredge sucks 120,000 gallons of muck a minute

Last week in Ambrose Channel the U.S. Army Corps of Engineers' *Essayons* was pumping sand out of one of the world's busiest channels at the eye-popping rate of 120,000 gallons a minute, faster than any similar dredge in the world can do. Biggest dredge ever built, the *Essayons*, which was commissioned in January, will spend the next five years around New York Harbor, maintaining existing channels which are constantly shallowed by river-borne silt and enlarging main channels to the 45-foot depth which a present \$22-million harbor-improvement plan calls for.

The *Essayons* is well equipped for this gigantic and long-term job of muck-raking, having among other things the biggest drag heads that have ever been built (above). These outsize vacuum cleaners can fill the ship's 8,000 cubic yards of hoppers in a mere 40 minutes, after which the *Essayons* steams a few miles out to sea, quickly dumps her cargo and returns for another load of mud or sand. To her crew of 133 officers and men the \$11-million super-dredge is as pleasant a ship to live on as she is efficient. Her deck fittings are a boudoirlike combination of old ivory and gray, the living quarters are commodious and comparatively private, and all of them are air-conditioned.



S.S. "ESSAYONS" is 525 feet long, 10,000 tons, can do 15 knots or loaded and 13.5 when her hoppers are filled. The drag head can be lowered from surface in 10 seconds.



Going Home!



"AFTER A PLEASANT
RIDE IT'S ALWAYS FUN
TO GO HOME, WHITEY!"

"ESPECIALLY A HOME
WHERE BLACK & WHITE
IS SERVED TO WELCOME
GUESTS...ITS QUALITY
AND CHARACTER
NEVER CHANGE, BLACKIE!"

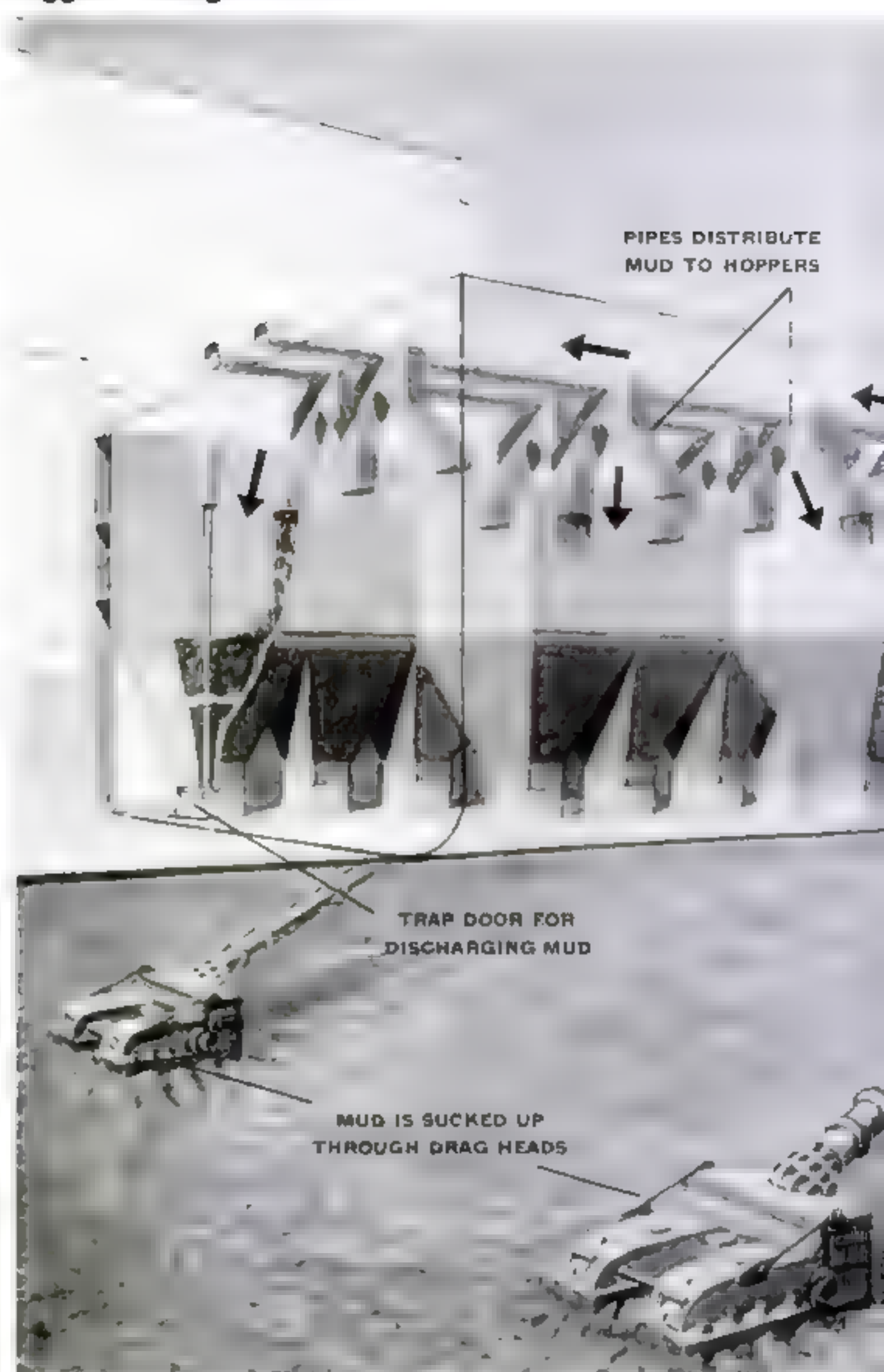


"BLACK & WHITE"
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

Biggest Dredge CONTINUED



HOW IT WORKS is shown in this cutaway drawing of the *Essayoos*. Its two 1,850-hp pumps create a powerful suction to draw mud or sand off the bottom and up the drag pipes, which can be lowered to a depth of 62 feet. Mud is forced up into a system of pipes which, covered by catwalks, lie along the



WEATHER DECK, over the hoppers, is a maze of gate controls, davits for raising and lowering the drag heads, and flow controls for individual hoppers.



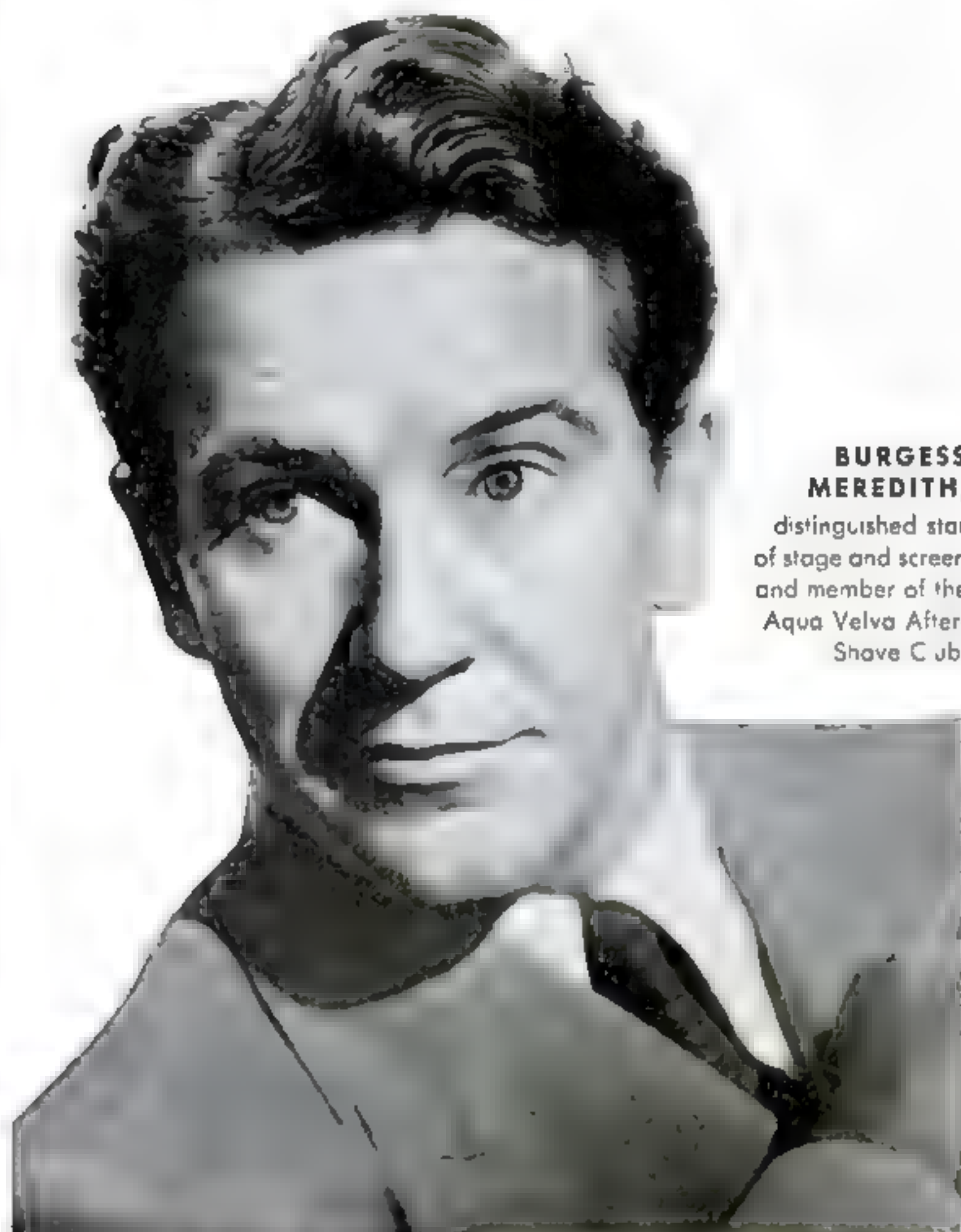
main deck (below, left) and carry the mud to the hoppers. To discharge the cargo in deep water trap doors in the bottom of each hopper are opened and the load drops out. An "unwatering" system unique among dredges pumps out what water is shipped during the brief period the trap doors are open.



ONE OF 24 huge hoppers is inspected by quartermaster. Shaft (center) controls the trap door. Dredged sand comes into hopper through chute at left.

Join Burgess Meredith

IN ONE OF THE WORLD'S FOREMOST CLUBS



BURGESS MEREDITH,
distinguished star
of stage and screen
and member of the
Aqua Velva After-
Shave Club.



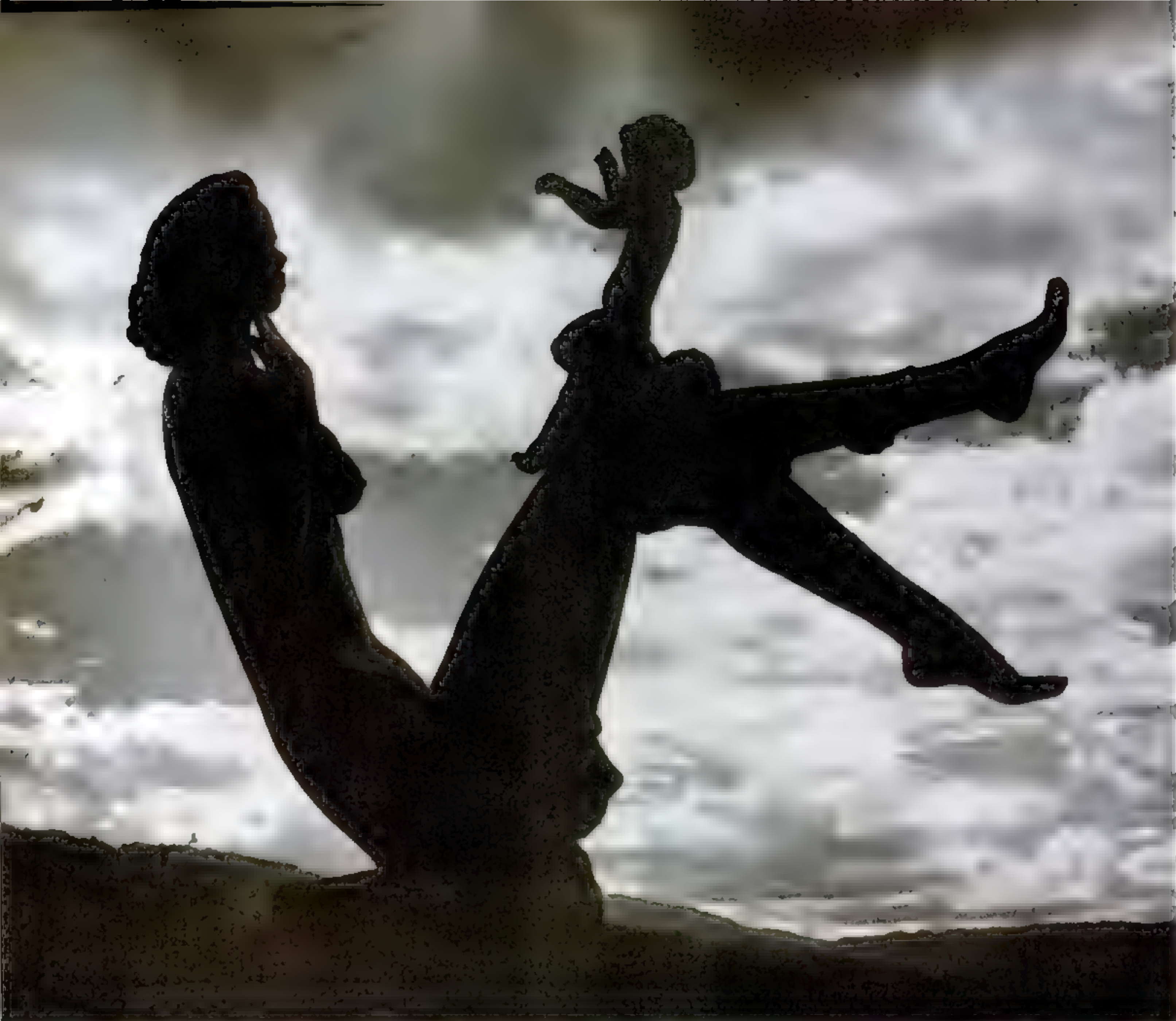
The way you feel depends a lot on the way you look. A dash of Aqua Velva, the world's most popular after-shave lotion, and your face takes on a healthier glow . . . feels cool, refreshed! Yes, it pays to keep young-looking. It pays to join the After-Shave Club.

You become a member when you use Aqua Velva. With thousands of men signing up for after-shave comfort, sales of this wonderful lotion have more than doubled in the past five years alone!

No other after-shave has Aqua Velva's distinctive "masculine" aroma. Get some today. See why it's the world's most popular after-shave!

A FEW OF THE MEMBERS

JAMES THURBER • ALBERT SPALDING • JOHN ERSKINE
SIR CEDRIC HARDWICKE • ELY CULBERTSON



CARIBBEAN CARNIVAL

"MOTHER AND CHILD," created by Finnish Sculptor Arvi Tynys, in the image of native models, balances precariously on the edge of a fountain on the fairgrounds against the darkening Haitian sky.

PHOTOGRAPHED FOR LIFE
BY GORDON PARKS

"Little world's fair" is Haiti's big bid for tourists

Christopher Columbus started a trend: nearly every visitor who has gone to the Caribbean island of Hispaniola since he did, 458 years ago, has wanted to go back for more. For years the Republic of Haiti, on the western end of the island, has hypnotized tourists as a fragrant land of black magic and black majesty, but for want of accommodations and salesmanship has been able to hypnotize only a few thousand of them a year. This spring Haiti is out to attract visitors on a larger scale, using as a lure an exposition celebrating the 200th anniversary of the founding of its capital of Port-au-Prince. Its "little world's fair" is Haiti's most grandiose gesture since Negro King Henri Christophe squandered the lives of 20,000 subjects, according to legend, on the erection of his citadel.

To make room for the fair, President Dumarsais Estimé's government reclaimed an expanse of slummy, malarial waterfront on Port-au-Prince Bay and, after many trials and troubles (p. 105), transformed it into a

garden of palm trees, statuary (above) and modernistic buildings clothed with eloquent murals. In this opulent setting the tourist may wander through pavilions of foreign countries, inspect latest works of Haitian primitive painters, watch native dances, attend cockfights and gamble in a trim little government-sponsored casino or a gambling ship nearby. At night he may sip rum punches, dance the *meringue* and watch the moon peeking through the palm fronds at the Simbrie, an open-air nightclub. Or he may stroll the midway, a bedlam of carousels, kooch dancers and carney pitchmen from the U.S. county-fair circuit. And when he goes to sleep, in one of Port-au-Prince's old or new hotels, he may hear the faint beating of voodoo drums. The tourist will also do well to get out into the countryside to expose himself to the contrast between the glamour of the exposition and the totally different kind of beauty, which is frequently tinged with pathetic poverty, of the little republic that is staging it.



ROCKETS BURSTING over the city of Port au Prince light up the sky for the inauguration of the bi-entennial exposition. In the glow of the fireworks a row

of palm trees is mirrored on the surface of a small artificial lake—part of a 2-mile stretch of swampy waterfront and that was reclaimed for the exposition grounds.

CONTINUED ON NEXT PAGE



A PEASANT GIRL who has walked miles from the mountains with her basket of fruit on her head lays the basket down and rests against a coconut tree before

going on to the fair. Along the way to the city she bathed in a mountain stream and changed into her favorite dress and shoes, to look her best when she arrives



HAITIAN PAINTING flourishes around the busy Art Center which is directed by American Artist DeWitt Peters and is as big an attraction for many visitors as the fair itself. Artist Castera Bazile, who once worked for Peters as a houseboy, did this newsy likeness of the exposition's opening-day parade passing doorways bearing prim little Haitian flags, while an American plane thunders overhead.



A VOODOO RITE, by Primitive Wilson Bigaud, shows country priest at work, treating patient before voodoo altar amid such props as rooster, skull and sacrificial pig.



GARDEN OF EDEN, visualized by best-selling Artist Toussaint Auguste, is dominated by a tree of knowledge bearing tropical oranges rather than apples.



HAITIAN COUPLE, by Eldzier Cortor, Chicagoan working in Haiti, is a stylized impression of natives in bed under mosquito netting and a paper-shaded light. With other works by members of the Art Center and by independents, it hangs in the fair's fine arts building.



DANCES OF HAITI, usually to be seen only in native dives or country towns, are performed on the fairgrounds by the new National Folklore Troupe. Here

Jean Léon Destiné, director of the troupe, and his American partner, Jeanne Ramon, hurl themselves into the airborne climax of a vivacious courtship dance.



LEAP TO FREEDOM comes at the climactic moment of Destiné's "Dance of the Slave." Like a mural at the exposition entrance depicting a slave breaking

his chains, the vigorous dance never fails to thrill Haitians, to whom it symbolizes the 1802-03 uprising in which the slave island won its independence from France.



CONGO DANCE, done to the frenzied beat of assembled drums, is one of the most intricate in the repertoire of the folklore troupe. The dances are evidence of

Haiti's fusion of French colonial and African cultures. Some of the movements bear a hint of formal old French minuets and others are full of sensual wiggles.



NEW PALAIS DU TOURISME has a patina of history. Its walls, inside and out, are splashed with such art as this one, a reproduction

presented by Casablanca. After the war the tourist hotel, among others, had a typewriter, a telephone, a radio, a television, a water heater



SLOT MACHINE at fair's casino outwits President Estimé, who dropped \$20 at opening, won \$12 of it back the next night.

THE FAIR IS HAITI'S BRAVEST ADVENTURE

If only the brave deserve the fair, then brave little Haiti deserves the fairest fair of all. For in spending around \$9 million, or the equivalent of three quarters of the government's entire annual budget, on its ambitious bicentennial exposition, Haiti took one of the bravest gambles, if not one of the most foolhardy, in Caribbean history. Unless it brings in a profitable tourist trade, the effort might leave the Estimé government all but broke.

Haiti's little world's fair had a world of trouble getting built. Construction work was directed by August F. Schmiedigen, a whiz from New York who had trained on the Paris International Exposition of 1937 and the New York World's Fair, but who was totally unprepared for what he found at Port-au-Prince. Schmiedigen lost 30 pounds while trying to pound the rudiments of carpentry, plumbing, casting and welding into his eager but untutored native labor force. At one point he complained that "the Haitian workman seems congenitally incapable of building in a straight line."

The Haitian section of the fair, designed with a pleasing disregard for straight lines by Cornell-trained Architect Albert Mangones, was finished long before the international section, parts of which were still being built at the official opening on Lincoln's Birthday. But even Builder Schmiedigen was pleased with the results.

All sorts of minor troubles beset Jean F. Briere, a poet who is Undersecretary of State for tourism, and his staff. There was the hassle over a resort hotel: after the piling was driven, a legal argument arose about property lines. The American promoter simply pulled up stakes, since he couldn't pull up the piles, and left the hotel unbuilt. Even so



COCKFIGHTING in an outdoor arena at fair, where this boy prepares his bird for a bout, is preferred by most native bettors.

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Scientific tests* show Richard Hudnut Creme Waving Lotion containing 20% more of the effective ingredient) leaves hair springier and stronger

less apt to break...than most other home permanent waving lotions. And what this means to you is a smoother, prettier, longer-lasting wave with more natural-looking curls that spring right back after combing...no frizzy ends, more shine. Regardless of what type curlers you use, make sure your next home permanent is a Richard Hudnut with the waving lotion that makes all the difference



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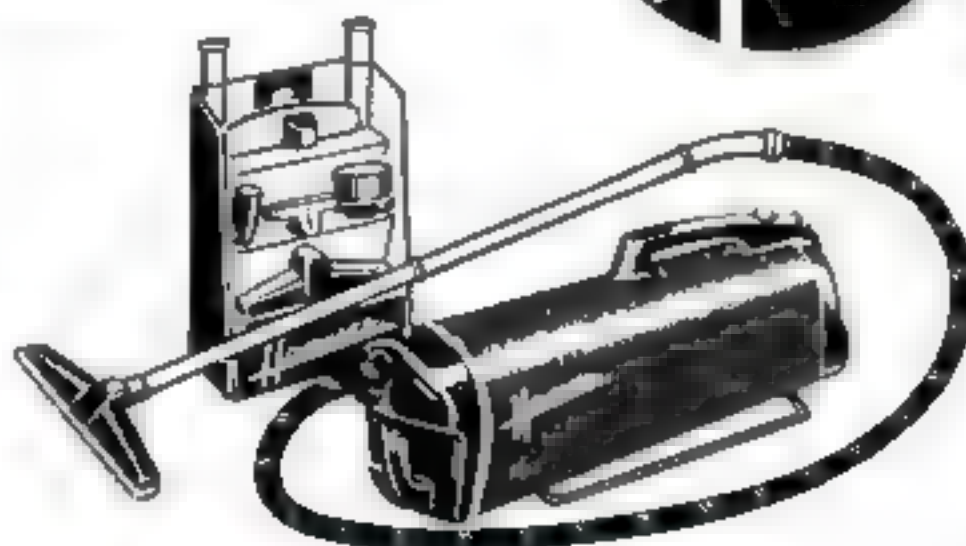
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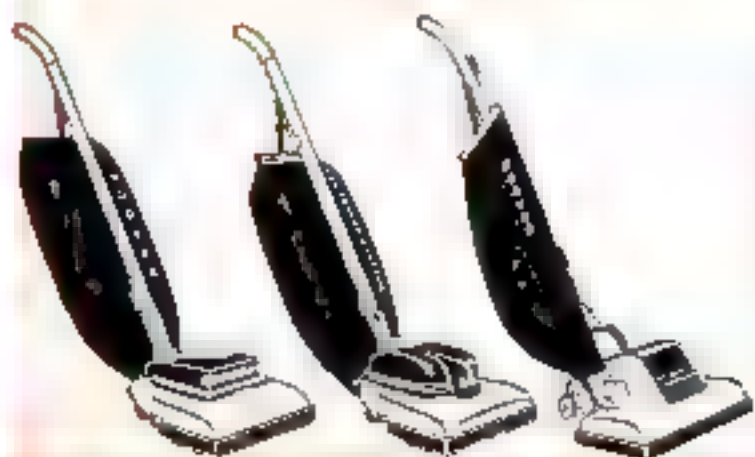


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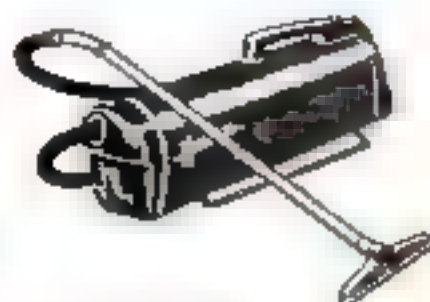
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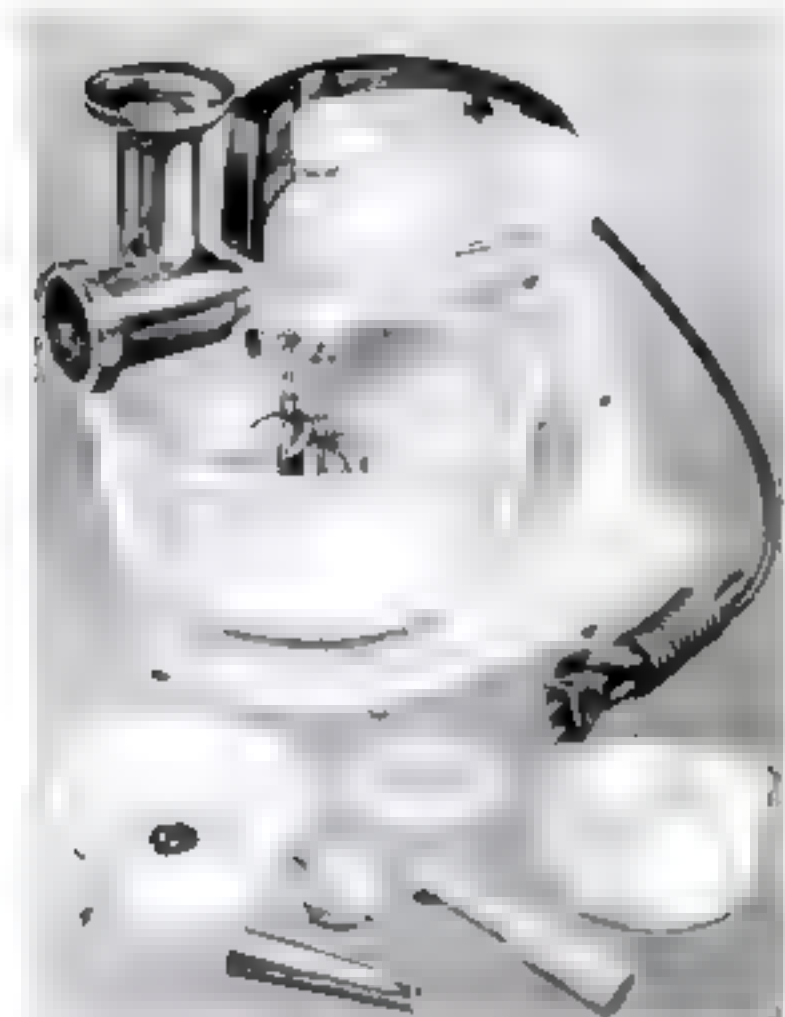
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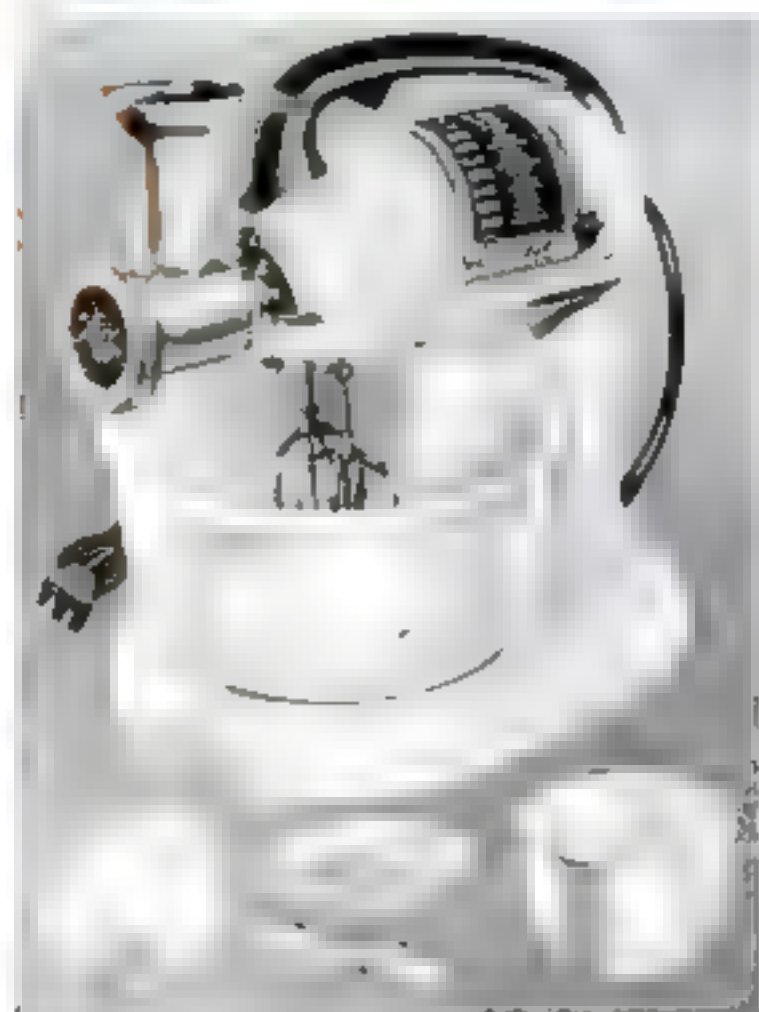
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NIGHT LIFE on the midway includes girly show imported from U.S. Its wiggling cuties can learn much from Haitians themselves.

HAITIAN FAIR CONTINUED

there are now half a dozen good hotels and several comfortable pensions with good service at reasonable prices in Port-au-Prince. Keeping the more than 600 rooms filled will be another problem, for the steamship lines have not routed many cruise ships into the Gulf of Gonaives, and the principal means of entry and exit is by airplane flights. Haiti is only 10½ hours by air from New York and, even during brief rainy spells in April and September, is summery the year around.

On top of other difficulties Haiti has had a severe case of "Trujillo trouble." There is little love lost between the proud, freedom-loving Haitians and their equally proud next-door neighbors of the Dominican Republic, which is ruled by dictatorial President Rafael Leonidas Trujillo. Last summer Trujillo began rattling his sword. When he asked for and got warmaking powers from his congress Haitians suspected a move to scare people away from the fair. Then a "plot" to assassinate President Estimé and invade Haiti from the Dominican border was uncovered, and Haitians suspected that Trujillo's motive was somewhat deeper. Last month Trujillo asked that the war powers be revoked, but the Haitians are still in a slow burn over the episode.

The exposition that stretches along the broad, new Boulevard Harry S. Truman is only one of many signs that Haiti is awakening from a long sleep. Model towns are going up on the frontier, new roads and schools are being built, and a TVA-style project will irrigate the great central plain. For the first time in memory the country even has an income tax. At first this exciting show of progress baffled the peasants, but they are now delighted and have celebrated it in a blithing little creole song called *Estimé, le Bâtisseur Atomique* (The Atomic Builder).



NIGHTCLUB in a palm grove is named Simbie, for an African water goddess. Band plays on edge of an indirectly lighted pool.

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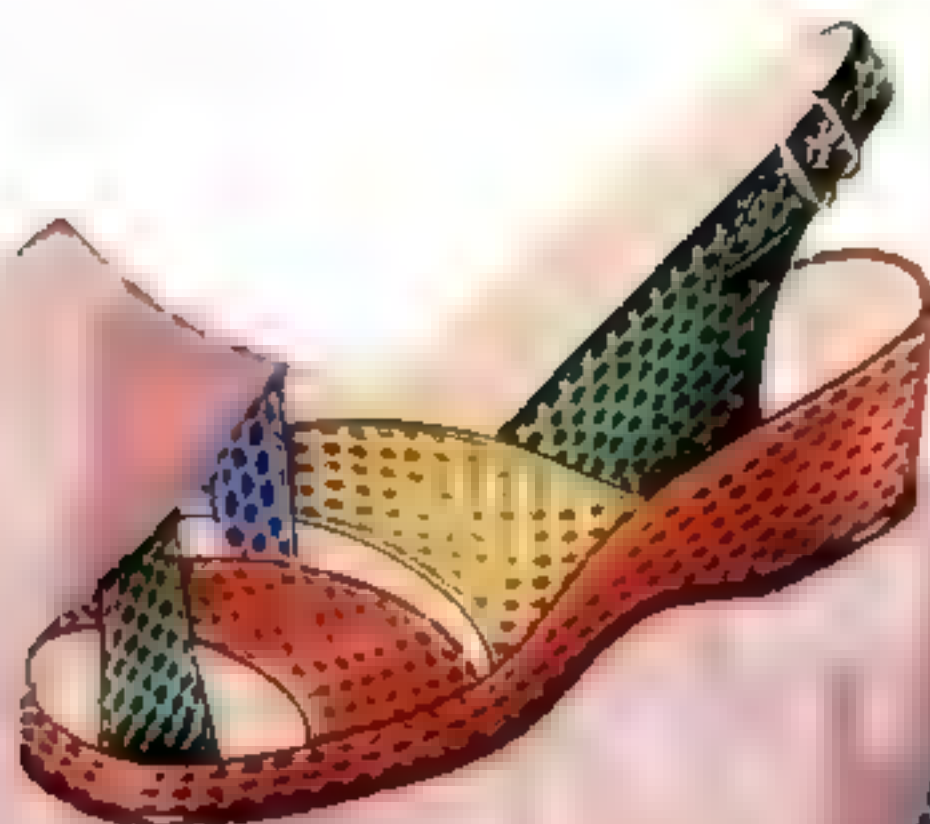
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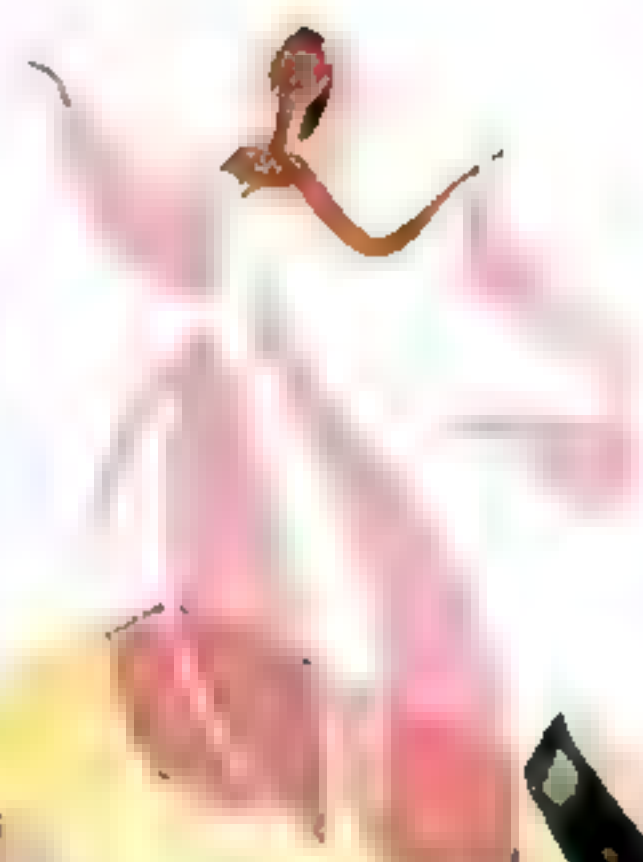
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Who Needs More Protein?



There are a lot of sound reasons for the expression "Meat for a Man." But women should remember this important fact, too: pound for pound of body weight, a woman's need for high-quality protein is as great as a man's.

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Yes, you're *right* in liking meat.

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FREE TO COME AND GO AS HE PLEASURES, HARRY ORCHARD STRIDES THROUGH PRISON GATE WITH HIS DOG "POOCH"

AN ECHO OF THE FAMOUS HAYWOOD TRIAL

The man who turned on "Big Bill" enjoys the freedom of his prison in Idaho

The mild-looking man walking through the prison gate above bears a name that was once anathema to U.S. labor. He is Harry Orchard, a professional murderer who in 1905 killed an ex-governor of Idaho named Frank Steunenberg. Labor hated Orchard, not for this crime but for his attempt to implicate as a conspirator one of labor's idols, "Big Bill" Haywood, founder of the International Workers of the World (the Wobblies) and an open exponent of violence as a union weapon.

According to Orchard's story, Haywood and two other organizers, Charles Moyer and George Pettibone, had hired him to kill Steunenberg, a former union man who had turned against labor while in office. The whole country watched the trial, held in 1907 in Boise. A young

U.S. senator named Borah was a prosecutor; a rising lawyer named Clarence Darrow was one of the defense. President Theodore Roosevelt attacked the defendants as "undesirable citizens," and labor chiefs attacked the prosecution as enemies of the workingman. After three months the jury refused to convict on Orchard's word alone. Orchard was sentenced to hang but got off with life imprisonment for having turned state's evidence.

Today, with most of the trial's other principal characters dead, Harry Orchard lives on in Idaho's State Penitentiary. Next week he will be 84. The prison keeps him busy tending its strawberry patch and collecting hens' eggs. regards him as a model prisoner and occasionally allows him to indulge his one passion: eating ice cream

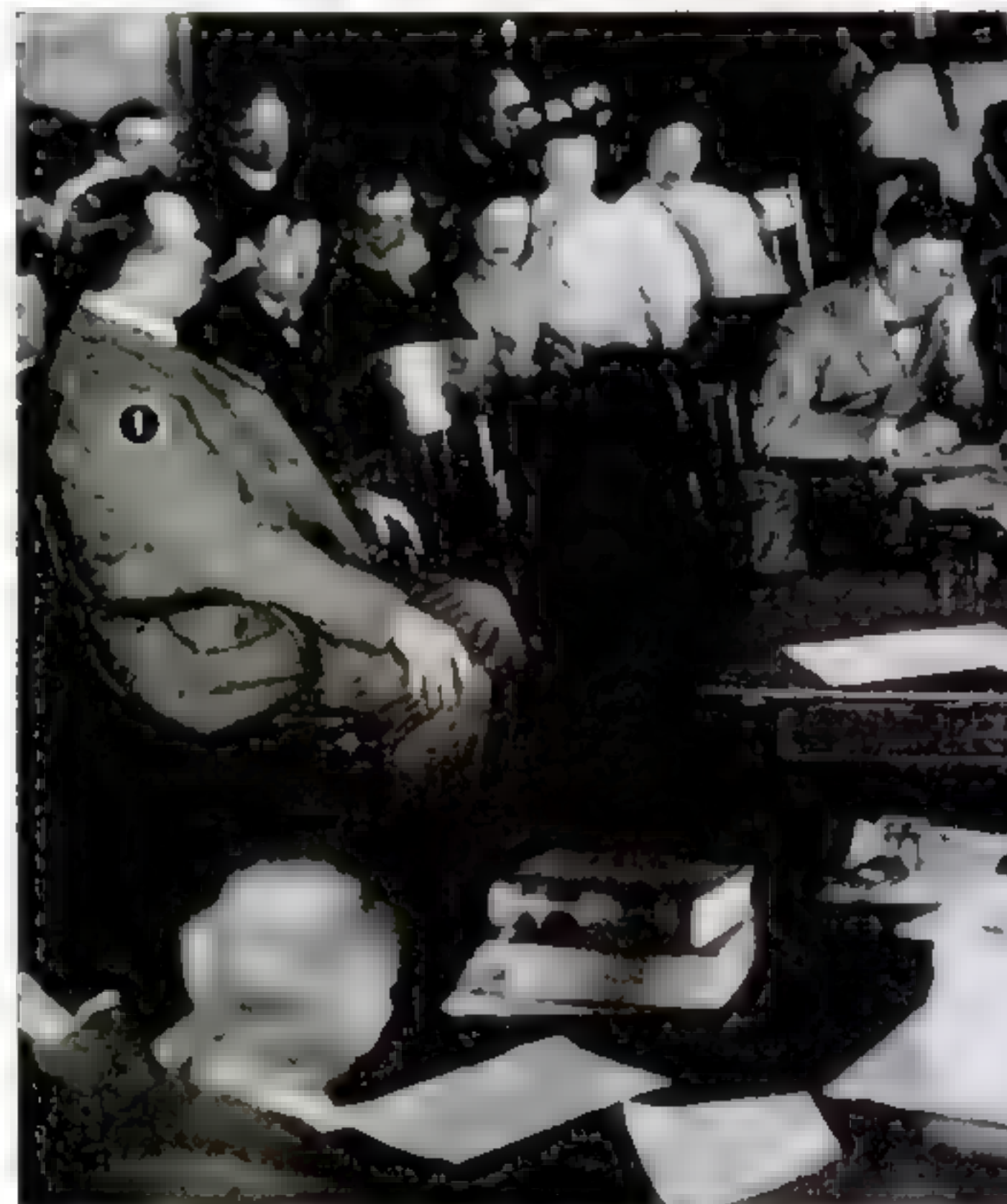




SCENE OF CRIME was Steunenberg's home in Caldwell, Idaho. When the governor opened gate Orchard's bomb went off. Orchard watched from nearby.



HAYWOOD'S FAMILY, including his mother (left), wife, daughters, came to the trial, posed willingly for photographers to get sympathy for defendant.



PRINCIPAL CHARACTERS of the trial show in this courtroom picture. Orchard (1) sits on the witness stand. Clarence Darrow (2) appears absorbed in Orchard's testimony. The defendant, Haywood (3), sits next to Chief Defense Attorney E. F. Richardson of Denver (4). William E. Borah (5), who had re-

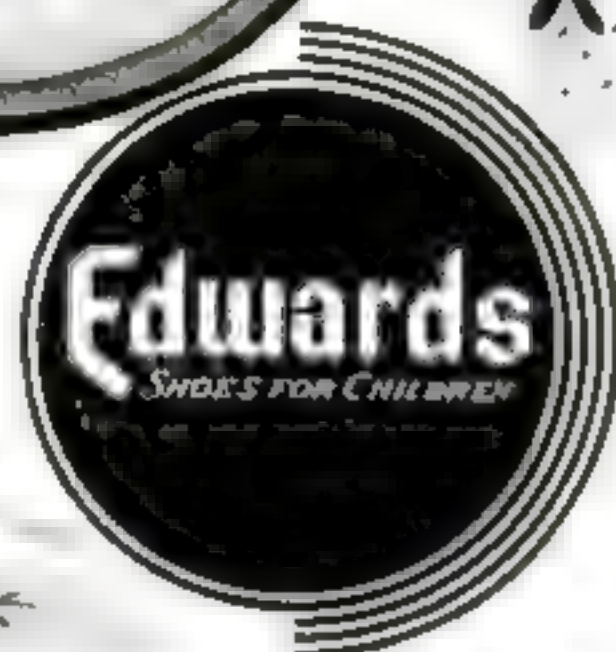


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DEFENDANTS Moyer (left), Haywood, Pettibone (right) were all officials of a miners' union. Haywood died in 1928 in Russia, is buried in the Kremlin.



PROSECUTOR Borah won fame from trial. He summed up for state.



DEFENDER Darrow (right) leaves court with Writer Lincoln Steffens.



cently been elected to the U.S. Senate, won Haywood's open admiration for the way he handled the prosecution. Another state's attorney, James H. Hawley (6), later became the Governor of Idaho. Defense summed up its case with a nine-hour speech by Richardson, followed by one of 11 hours by Darrow.

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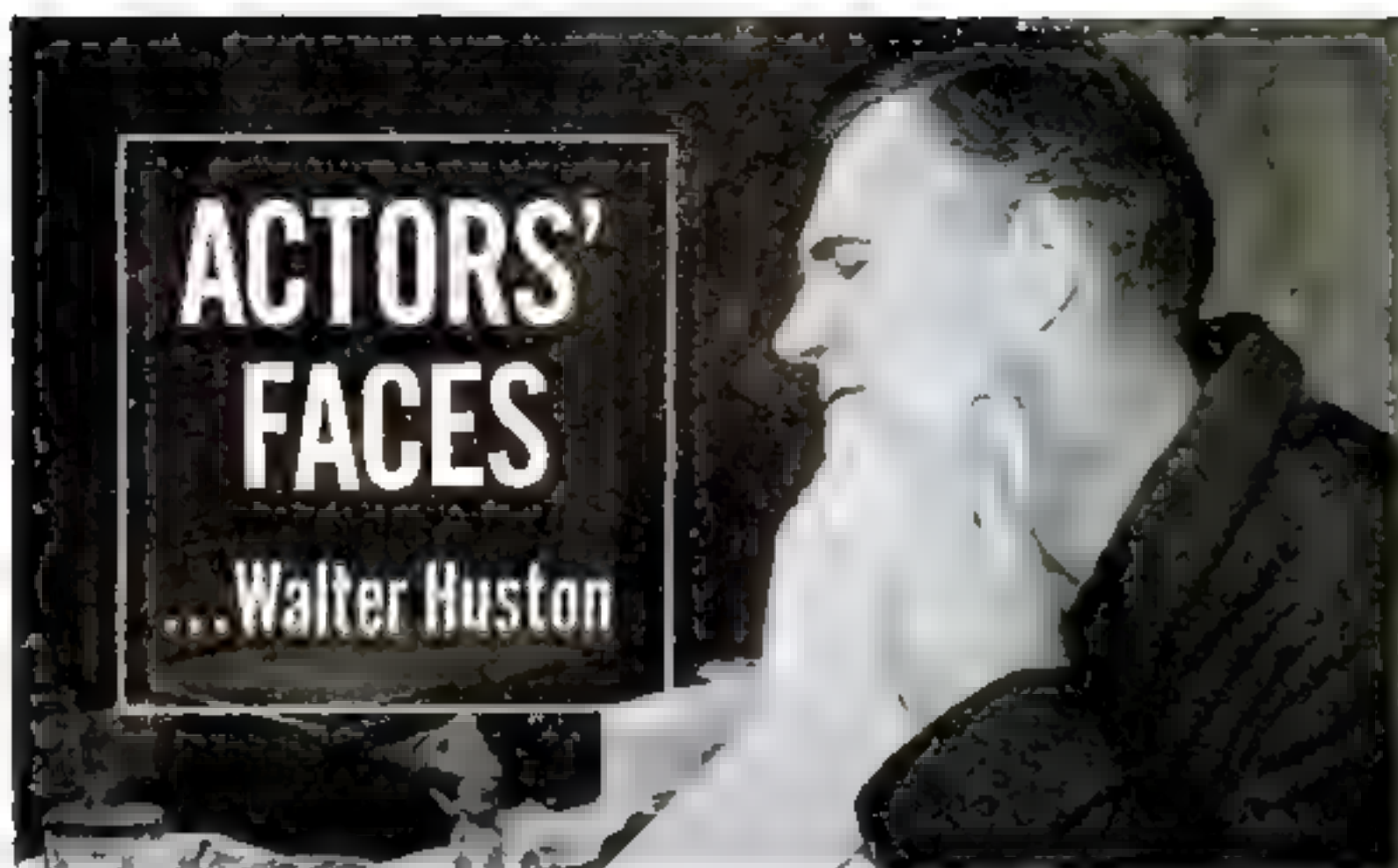
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Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams right away. At better drugstores and toilet goods counters everywhere.

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KREML Hair Tonic

Harry Orchard CONTINUED



IN PRISON YARD between duties Orchard talks with another prisoner. He lived inside prison for 17 years, in 1923 was allowed to move to his own shack.



IN HIS SHACK Orchard kneels at prayer. When Steunenberg's widow visited him after his trial he was so moved he espoused Seventh Day Adventism.



ONLY OTHER SURVIVOR of trial is Idaho Judge C. F. Koelsch, who was a state's attorney during trial. He has lectured, written book on Orchard case.

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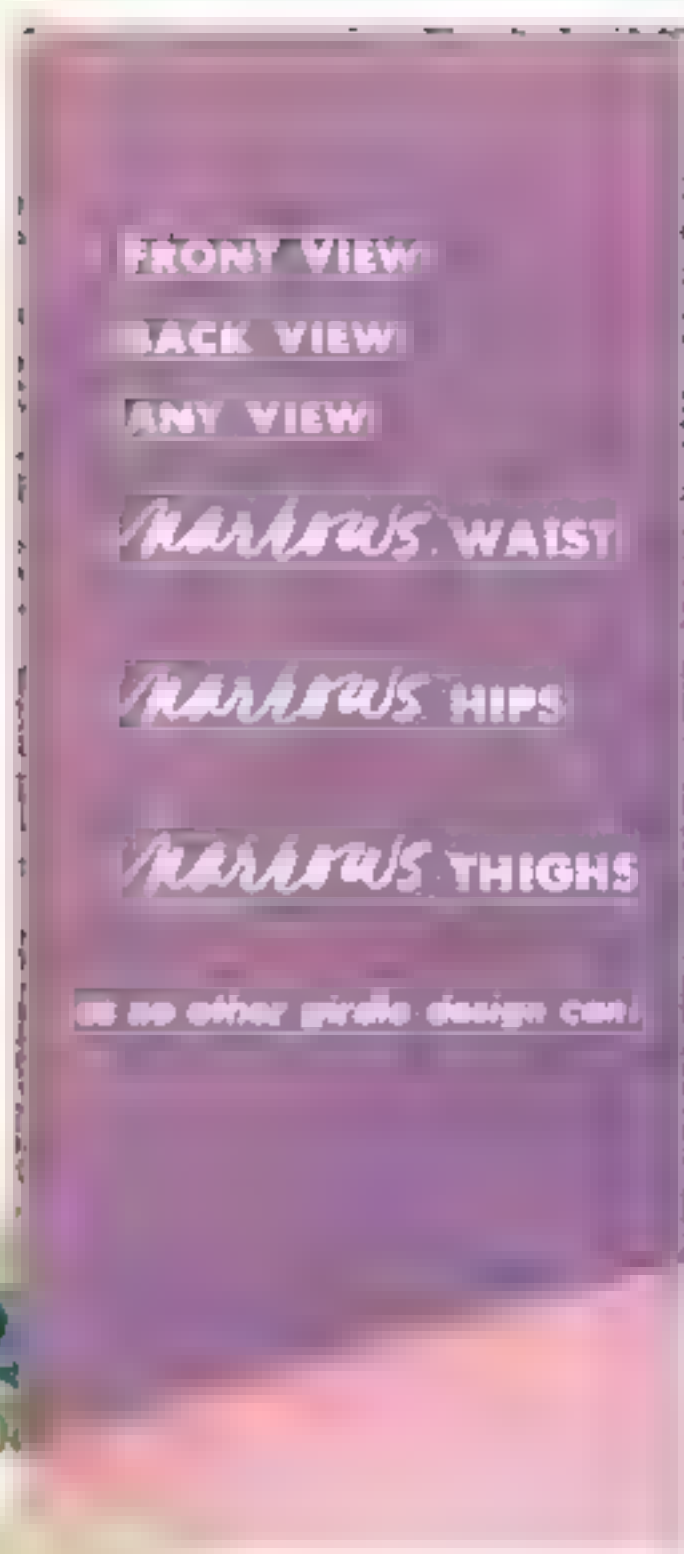


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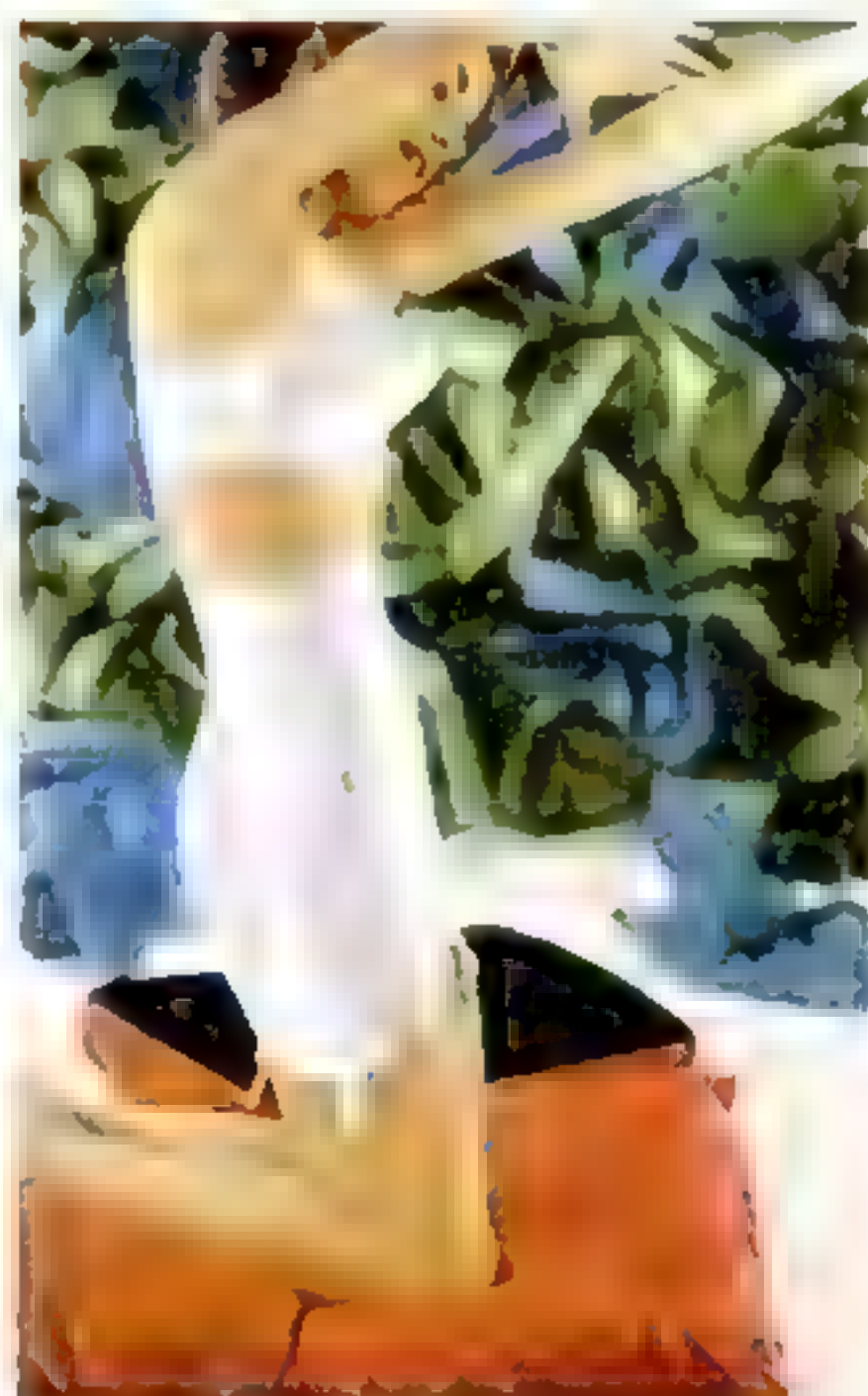
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Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give... the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

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DIRECTOR MORSE sprawls in seat, as Broadway directors do, and waves orders to the rehearsing cast.



NERVOUS PAIR OF PLAYERS on opening night fumble with a bow tie. Actor Dave Archibald can't

tie it and has asked Fay Carroll for help. Her hands are so shaky that she can't do much with it either.

High School Play

ITS FUN AND FRENZY SHAKE WINCHESTER, MASS.

PHOTOGRAPHED FOR LIFE BY YALE JOEL

Almost every American who has been to high school recalls the triumphs and anguish of putting on the class play, either as a frantic participant or a fascinated observer. This winter LIFE became the latter at Winchester, Mass., where the junior and senior members of Winchester High jointly put on their annual production to finance their prom and class banquets.

The play, *Mother Is a Freshman*, has the same story as a recent Loretta Young movie. It tells how a pretty and young-looking mother wins a scholarship at the same college which her daughter is attending and how they both wind up with the same beau. The guiding spirit behind the

play was the school's 35-year-old instructor of speech and civics, Thomas A. Morse, who by now is an old hand at producing school shows. Morse served as director, disciplinarian, nurse, consultant on all problems of adolescence from food to sex, make-up artist and public relations counsel. During eight weeks of rehearsal, Morse became a stranger to his own two children.

Mother Is a Freshman, like every other school play, had an oddly unsettling effect on family life and studies. At home students emoted before mirrors, boned up on their parts instead of their lessons, murmured lines as they went to sleep. They rehearsed unofficially everywhere

they met—at drugstores, hamburger joints, school corridors. These burdens and glories set them apart from their classmates. The adult roles they played gave them grownup airs from which they would relapse suddenly into coltish horseplay. On stage some of them discovered that they had two hands and two feet—and no idea where to put them.

On the following eight pages is a record of the play, which is also a record of the growing pains of some American youngsters. LIFE is pleased to report that from their play the junior and senior classes netted a total of \$508, along with enough lively memories to last them for years.



SHAKING SCENE is performed too weakly (left) by Sue Graves and Anne Farquhar. Director Morse



(center) shows Anne how to shake and Sue how to react more vigorously. Then the pair go to it (right).



The rehearsal pains begin

Getting in the school play meant long hours and extra work, but it promised to be so much fun that 65 students tried out for it. Fifteen were chosen. Most of those who didn't make it became ushers, stage crew and property men, ticket and candy sellers. One way or another just about the whole junior and senior classes of Winchester High got into the act.

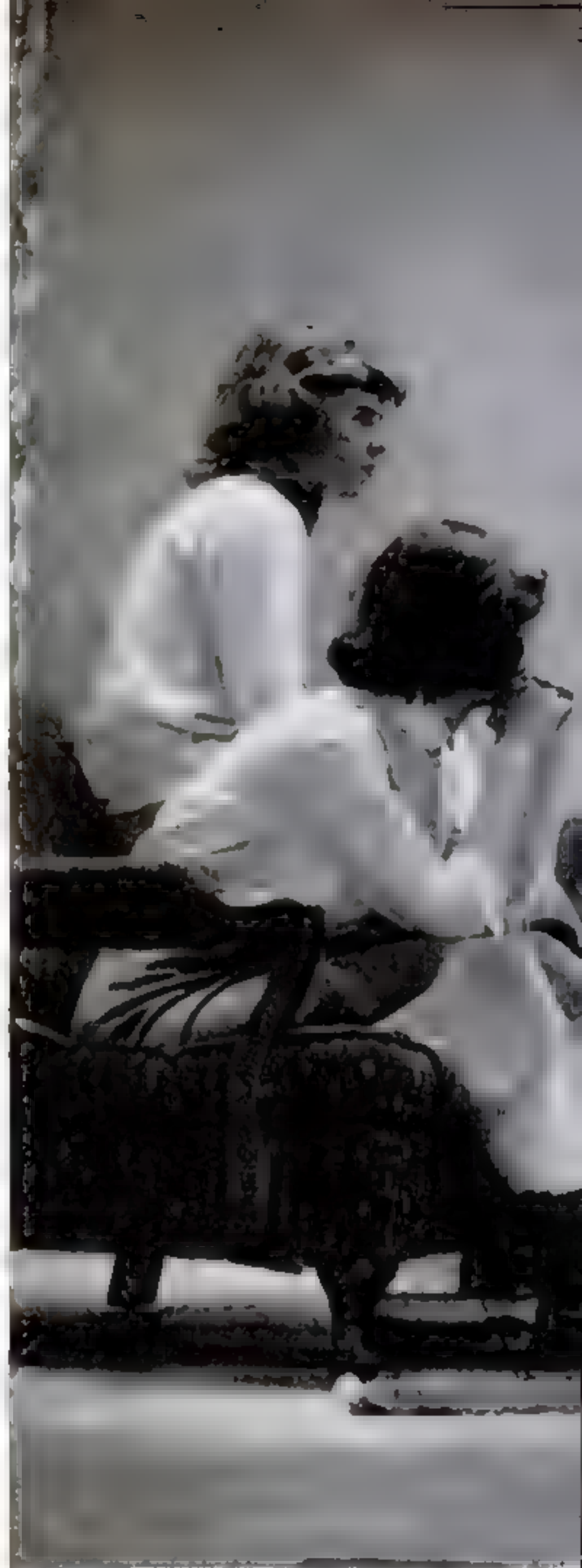
Rehearsals started in December, eight weeks

before the public performances on Feb. 17 and 18. They had to be sandwiched in at odd hours, even as early as 7:15 a.m. During afternoon sessions the auditorium looked like a clubroom. Waiting for their scenes, actors sprawled, whispered, knitted, studied. Fleet-footed students were dispatched to a nearby store for doughnuts, Cokes and a never-ending flow of milkshakes, to appease the never-sated appetites.



COLLECTING PROPS, four Winchesterites stagger up snowy sidewalk to school, bearing a table and a telephone which they borrowed from local phone

company. All furniture in play was loaned by, or bamboozled out of, parents and friends who got everything back except a lampshade which just vanished.



LAMBASTING THE ACTORS after the final rehearsal, Director Tom Morse gave them a piece of



"HELL HATH NO FURY" was Sue Graves's exit line. She shouted it with such histrionic vigor that it always won her a laugh even during rehearsals.



his mind. "Your comedy was lousy—no bounce, no jog, Marria, you acted as if you were in a daze. Anne,

your lines had no life. If you play that way, your audience will go to sleep or walk out on you." Up to

then, the players had thought they were pretty good. Now they were completely deflated, listened soberly.



REHEARSAL ROMANCE burgeons between Sue Graves and Peter Browne, an usher. He waited patiently for her in auditorium during rehearsals, and between scenes she welcomed him in a pose that was more companionable than comfortable.



REHEARSAL REGRET overtakes John Roeray who tried out for the part of the young hero but because of his mature-sounding voice was cast as the college dean. After recovering from disappointment, John did well as a middle-aged man.

HIGH SCHOOL PLAY CONTINUED



ON STAGE at opening performance John Roerav as the crotchety college dean threatens to expel mother from freshman class if she breaks the rules by smoking.

At last, the show

At 6:30, on opening night after an early dinner, the cast assembled at the high school auditorium, and waited their turn to be powdered, rouged and penciled by a professional make-up man hired for Friday night (on Saturday, Morse did the job himself). Tommy Dee, who played a college boy, nervously ate too much dinner and then nervously lost it. Incorrigible curtain-peepers finally announced the audience was arriving. Ishers and candy sellers swooped down on their prey. Finally the house lights were dimmed, stage lights went up and the curtains parted on the opening scene. Things went more smoothly on stage than backstage where there were a few unnerving mishaps. Worst came when John Power missed an entrance cue, and Sue and Anne had to invent dialog for three minutes. They chattered so naturally nobody suspected anything was wrong.



LOOKING FOR HER FAMILY, Felicia Mezzacappa peeps around the edge of a canvas flat. In an excess of curiosity some actors made peepholes with knives.



BACKSTAGE MISHAP occurs when John Roerav tosses a script to Sue who wanted to check lines. John intended to toss book above doorway opening on stage.



A CRISIS ARISES when Prompter Elaine Hersey realizes John Power missed entrance because he lost

his pants in dressing room. With another actor watching, she tells girls on stage to talk until John arrives.



EXHAUSTED DIRECTOR waits in coach's room in gymnasium while final Saturday night show is on.

Sick of the play, he couldn't bear strain of seeing it again or of worrying any more about his young actors.

(center). He aimed too low and audience was convulsed at seeing mysterious missile fly through air.



BOYS ROUGHHOUSE like puppies on the stage during the intermission between first and second acts. They tried to muffle their howls, but enough racket escaped to disconcert a girls' octet singing *My Hero* out in front of the curtain.



AN EMBATTLED REDHEAD, Fay Carroll, who was singing in octet, rushes backstage after *My Hero* and bawls out the boys for roughhousing. As she stamps off, saying, "I was never so embarrassed in my life," a guilty stagehand calms her.

As the play goes on, mishaps multiply

Because nobody took it too seriously, everybody had a fine time, and *Mother Is a Freshman* galloped along to its climax. The scenery, which had served in dozens of high school plays around New England, was so beaten up that one wall swayed hazardously at every breath. But the stage crew managed to wedge it into a fairly steady state with one of Director Morse's galoshes. It was days later before Morse figured out where it had disappeared. Somebody of the stage crew had placed a chair too



LAUGHING THEMSELVES WEAK Louise Kugler (left), Robert Loftus and Diane Gulaker almost collapse in the wings when music cues become muddled. At

moment when an actor complained he could not hear the orchestra at a faraway dance, the sound-effects man got rattled and turned up phonograph full blast.



BACKSTAGE TRAFFIC was hectic because there was no room to cross behind scenery. To reach opposite side, actors like Fay Carroll (above), who nearly trips over boy tying shoe, had to dash through gym, boys' locker room and cafeteria.

far forward, and when the first act ended the curtain caught on a chair and would not close. Sue Graves, sitting alone on a sofa on stage, waited in silence for a few seconds, then majestically got up and pushed the curtain so it would shut. The director's last-minute scolding at the dress rehearsal had sunk in. The players gave a very lively performance, nobody fluffed any important lines, and at the end everybody told Tom Morse that it was the best junior-senior play ever given at Winchester High.



NOSEBLEED, product of nervousness, is suffered by John Rocray. Elaine and Tommy Dee doctor him with wet paper towels, get him in condition to go back on.



A FINAL EMBRACE between Marcia Kraft and John Power (as mother and a young zoology professor) brought show, despite mishaps, to a handsome climax.



AS A LAST LAPSE, just as she is leaving Sue inadvertently sits down on a washstand full of water in the cast dressing room. It sends her off into hyster-

ics. Besides the miscellaneous props that she is lugging home, she carries a box of gardenias which were sent to her by the faithful boyfriend, Peter Browne.



AFTER FINAL CURTAIN, Director Morse collapses on stage sofa, surrounded by cast and stage crew. Now he gladly returns to classroom duties, but

next year he will get excited all over again about the class play. In addition to being dramatics director, Morse has also been a track and wrestling coach.

HIGH SCHOOL PLAY CONTINUED



AUTOGRAPHING SCENERY which gets sent around to other schools for plays is a ritual. Above, John Borden signs set once used in *Life With Father*.

"You were so wonderful!"

Right after the curtain on Saturday night parents and friends and actors were crowded backstage, everybody laughing and saying, "You were so wonderful!" or, "Oh, wasn't I just terrible." By 11 o'clock the whole cast, along with Tom Morse and the school principal, had gathered at Marcia's house for a party. At the piano everybody sang old songs like *Margie* and—a little prematurely—*Wedding Bells Are Breaking Up That Old Gang of Mine*.

Already in retrospect the play was beginning to merge with other happy school events. Only Felicia Mezzacappa was stagestruck and anxious to go on to dramatic school. Through most of the party Tom Morse sat quietly on the floor, feeling a little as if he had been forgotten. But before the evening had ended, Anne and Marcia came up especially to tell him how sorry they were the play was over and said they couldn't have done anything without him. Because Tom knew they meant it, it made him feel very good.



AN EXUBERANT WALTZ is enjoyed by Felicia Mezzacappa and John Rocray just after show when everybody felt frisky from release of nervous tension.



WHILE THE CAST ENJOYS ITS AFTER-PLAY PARTY
THE DIRECTOR SITS ALONE ON THE SIDELINES



MR. CLEVELAND

by RICHARD L. WILLIAMS

ONE day last fall, in a gaudy oriental office 22 floors above Park Avenue, two of the gaudiest and brightest men in American journalism chatted across a carved and cluttered desk. One was Roy W. Howard, the sawed-off shogun of the vast Scripps-Howard chain, and a man whose bow ties exactly match his checked shirts. The other was Louis B. Seltzer, editor of the *Cleveland Press*, the chain's oldest link, and a man whose breast-pocket handkerchief always billows out like a spinnaker.

Seltzer was sailing for Europe on the first long vacation of his life, and Howard was giving him some free parting advice. For a moment the room was quiet except for the air-conditioning unit, painted Chinese red, that purred meekly in a corner. Then Roy Howard barked, "Now, Louie,

for God's sake don't take a typewriter along. Keep your eyes and ears open, sure; but dammit, remember you're not working. Promise me you won't take a typewriter!"

Seltzer nodded. "I promise—that I will consider your advice," he promised solemnly.

"So what does he do?" Howard growled to a friend some weeks later. "First day out he runs into a fellow taking the wife and kids to England to live. That night the father dies of a heart attack; Seltzer finds out the wife comes from Cleveland. So he rounds up a story, radios it home and makes everybody in Cleveland cry. Next day he finds more people and radios more stories. Why, the guy is city-editing the *Press* out in the middle of the Atlantic! For weeks he keeps finding Clevelanders all over Europe. He not only took a typewriter along, he practically wore it out."

To Roy Howard this busy-bee holiday confirmed a fondly held notion that a great editor

cannot stop working even when ordered to do so. To the city of Cleveland it was new and superfluous proof of a prime fact of local life: that Seltzer's *Press* is a newspaper from which there is simply no escape, even on the high seas.

By now, after 21 years of his zealous editorship, Seltzer's fellow citizens resignedly accept the *Press* as an inexorable force in their lives. It is forever informing and reforming Clevelanders, entertaining them, scolding them but never ignoring them for a minute. The world's most solicitous newspaper, it registers them in a cradle roll at birth, sends their mothers monthly bulletins on their care and feeding, polices their government for them during their taxpaying years, throws golden wedding parties for them in their old age and prints a knowledgeable obituary when they die. From there on it reluctantly leaves them on their own.

This intimate relationship, unusual even



No boss rules the big melting pot on the Cuyahoga but Louis Seltzer and his *Press* keep it bubbling

between country weeklies and their towns, is unique in big-city newspapering. It is the more notable because Seltzer's community is not only the country's sixth biggest but also one of its most mixed melting pots. Two thirds of Cleveland's people are of foreign stock, a tenth are Negro, more than a third are Catholic, and they claim secondary allegiance to 46 nationality and cultural groups, including the New England. On their city council such names as Suhajcik, Szymanski and Klementowicz lead all the rest.

Their metropolis sprawls along Lake Erie's shore where the Alleghenies subside into the plains. Its lifeline is the grimy Cuyahoga River, on whose bank Louis Seltzer stands in the picture above. It twists through the town like a corkscrew, bearing coal and ore boats and, at night, giving off the reflected glory of the steel mills along its banks. This is a great gadget-making town, full of men of many skills, and the

river valley is strewn with factories turning out everything from nuts and bolts to diesel locomotives. It is a hospitable city, and if the 20th-Century Limited goes through every night without stopping it is not for want of an invitation to pause. It was Cleveland that gave John D. Rockefeller both his start and his last resting place, in Lakeview Cemetery, and gave the C.I.O.'s Jim Carey a hearing at its City Club during the tension of the steel strike last fall. In the cavernous halls of its Public Auditorium a C.I.O. convention is as welcome as the Metropolitan Opera, which can count on making money here if not in New York. It is an earnest city, possessor of the first public housing authority, the first local race relations committee. It even claims to have invented the Community Chest in 1913, though the fact is that Denver did it in 1887.

The diversity extends, emphatically, to culture. The city not only supports George Szell's

splendid symphony in sumptuous style in Severance Hall but, as the polka capital of the nation, supports a flock of bands (with such engaging names as Frankie Yankovic and his Yanks) at dozens of neighborhood "nationality halls." It has even more theater groups than nationality groups and an infinite variety of churches. One, whose golden domes are dwarfed by the steel mills' stacks, is St. Theodosius' Russian Orthodox. It is presided over by the 76-year-old Very Reverend Jason R. Kappanadze, who wears a Jehovahlike beard and was a theological schoolmate of Josef Stalin. Another is St. Dominic's Catholic Church, which conforms to the mood of swank Shaker Heights by looking austere Colonial. The two churches are 10 miles and a world apart. Many Clevelanders, who live in the rapid-transit groove cut by the late Van Sweringen brothers between the Heights and their Terminal Tower (at left, in the picture above) on

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"PRESS" CAMPAIGNS helped Cleveland get a fine new birdhouse (left) for the Brookside Park Zoo and a \$10-million traffic artery for the lake front

MR. CLEVELAND CONTINUED

Public Square, are unaware that Father Jason and the Seventh Ward in general exist. It is their loss.

No man knows this heterogeneous city as well, or covers its byways and folkways as tirelessly, as the 5-foot-6 editor of the Cleveland Press. Louis Benson Seltzer counts it a subnormal day when he does not attend at least two civic meetings and one fire or accident, keep two luncheon dates (entree at one, dessert at the other), dig up at least three news stories and chat with at least 150 individuals. Even for Cleveland, which expects every man to do his civic duty, Seltzer is thinly spread. He is the fourth-term president of the Welfare Federation, a trustee of Baldwin-Wallace College, vice president of the Boy Scouts, trustee of the YMCA and several settlement houses. As a self-taught speaker he is in brisk demand and was signed up for 42 speeches within 48 hours of his return from Europe.

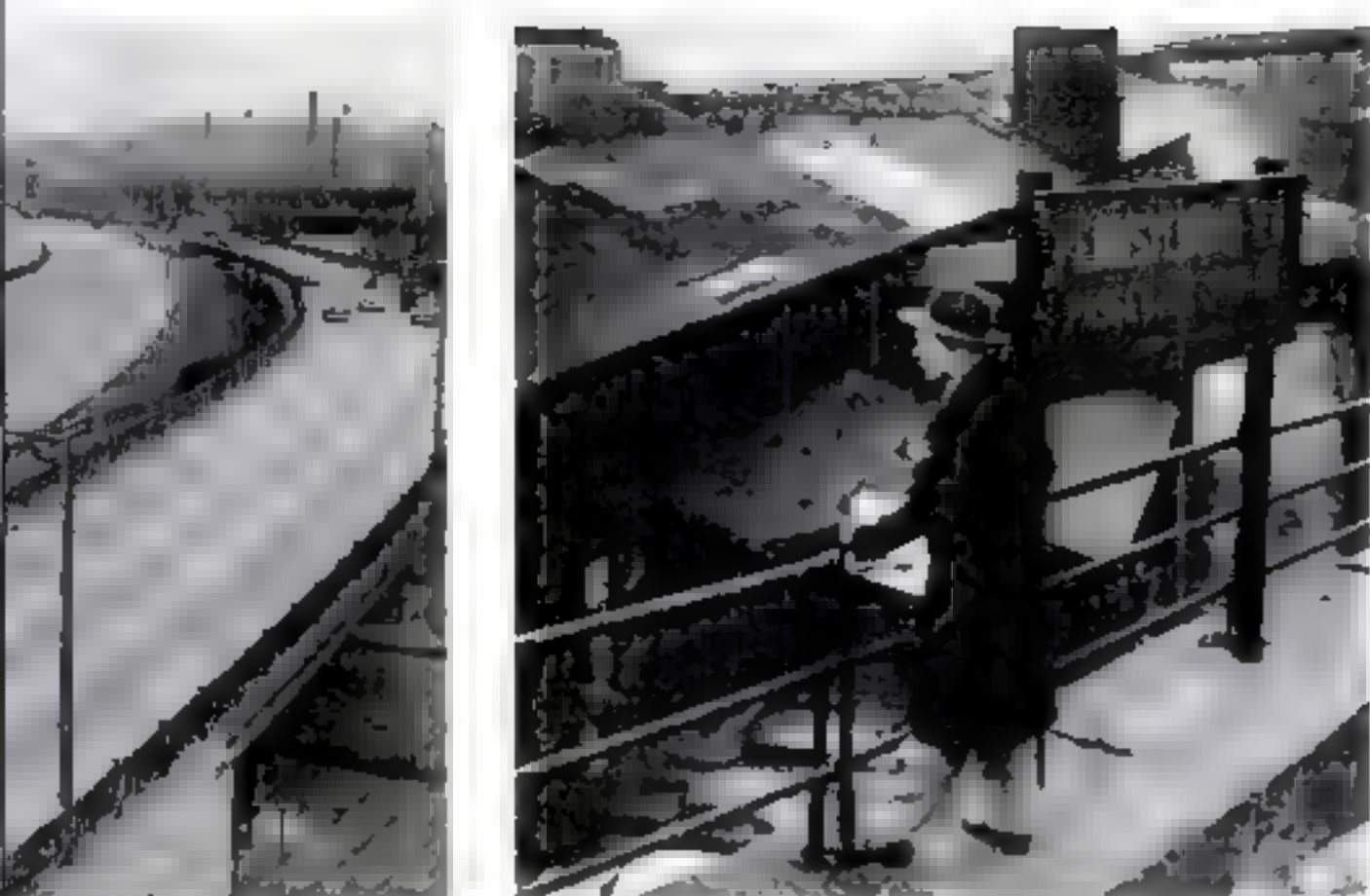
This high-velocity circulation has brought him the widest acquaintance of anyone in Cuyahoga County (pop. 1,217,250). Most of the acquaintances like him. "Louie," says a former colleague, "has the charm of a kid out to make good at his first job. For 21 years he's been trying to get ahead as the new editor of the Press, and all the businessmen, fire captains and parish priests fall all over themselves to help him out." With such abundant help Seltzer has made the Press the largest paper in its state (circ. 290,417). This is a position unmatched in the Scripps-Howard chain and duly recognized by Howard's paying Louis Seltzer, who never got to the seventh grade at Denison School, \$75,000 a year.

In one door, out the other

LIKE every modern newspaper, the Press is a highly perishable product that goes in the front door as reading matter one day and out the back door as garbage-wrapping the next. In a dismaying number of cities the product leaves nothing at all behind. Seltzer is spurred by the fear that his newspaper, like so many others, may some day be taken for granted too. "A lot of papers," he says gloomily, "are obsolete. They're dull and they're stuffy. They're written for a generation ago, when they didn't have to compete with the radio, newsmagazines, television, automobiles and a thousand other things for people's time and attention. Well, the Press isn't all I want it to be, but at least it's a paper you pick up on the front porch wondering what the hell it's up to now."

It is a local paper, intensely preoccupied with Cleveland and environs. "Most national and world news," he complains, "is still written in abstract terms of issues, not people, and I have no patience with abstractions." The Press, consequently, is no place for a reader to keep up with the world outside Ohio.

It is, however, a paper of influence, and its boss is a very influential man. While genial old Financier Charlie Otis, at 81, bears the courtesy title of "Mr. Cleveland," it is genial Editor Louie Seltzer, at 52, who has usurped the function of Cleveland's prime mover and shaker. The town is rich with the fruits of his editorial campaigns, from the huge free parking lots on the reclaimed shore of Lake Erie to Abe Lincoln's strident statue outside the Board of Education building. The statue was financed by a drive for school children's pennies after Seltzer learned to his horror that Cleveland, although liberally endowed with busts and statues of native and foreign heroes, had no likeness of Lincoln. With equal fervor, the Press



(center). At right, Editor Louis Seltzer disconsolately inspects the ramshackle Pennsylvania station, built in 1865, which he has failed so far to get replaced.

some years ago got around to the sad case of the local zoo, a tank-town affair with a butcher acting as curator. Today Brookside Park Zoo is spending \$2 million which the *Press* helped to raise, to build the world's finest birdhouse and big playpens for the animals. Perhaps the only citadel that Seltzer has stormed in vain has been the Pennsylvania Railroad: for years he has been needling it to do something about its disgraceful, circa-1865 downtown station, such as blowing it up, and the Pennsy just keeps saying no.

No crook in public office has slept well in Louis Seltzer's regime, although many a crook in private pursuits has doubtless slept like a baby. No civic campaign can get off the ground without his support, although no worthy cause, even under sponsorship of Paul Bellamy's *Plain Dealer* and Nat Howard's *News*, ever lacks it. For more than a decade nobody has been elected mayor or carried Cuyahoga County for governor without the backing of the *Press*, although presidential candidates do manage to carry Ohio without it. The presidential endorsements, however, are decreed by Roy Howard for the entire chain.

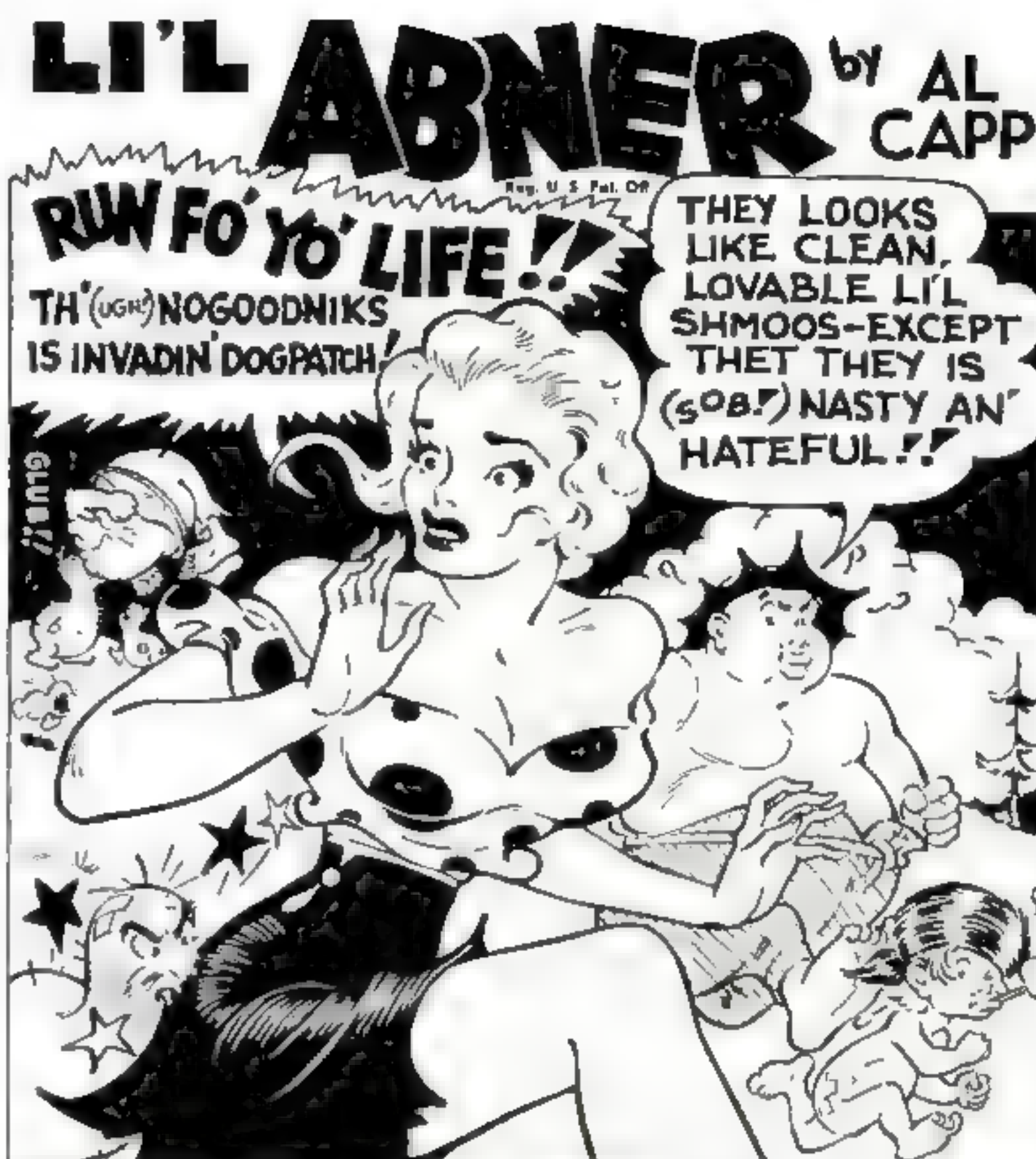
The paper is as sedate, on its first three floors, as the Cleveland Trust Company, which is about as sedate as can be. On the fourth floor of the *Press* throbs its offbeat heart, one of the zaniest city rooms anywhere. This private madhouse is a little reminiscent of *The Front Page*, rather more like *Hellzapoppin*, and a great deal like the San Francisco *Examiner* 63 years ago when the young, devil-may-care William Randolph Hearst decided the environment of a bedlam, not of a bank, was the best stimulus for creative journalism.

Between editions the *Press* has been invaded by German bands, hillbilly bands, talking dogs, jugglers, pitchmen and a baby elephant led by Sabu. Stella Walsh, the Olympic champion, once sprinted the length of the room with a sportswriter in a stocking-foot race that ended in a crash against a glass door. Editor Seltzer—a great one for mussing hair, slapping fannies and snapping suspenders—does not merely tolerate such horseplay but actually incites it. Once he opened a crate of oranges beside the managing editor's desk and playfully bombarded a few reporters across the room. Soon the air was full of flying fruit, wild cries and the satisfying sound of shattering windows. In the midst of the uproar Seltzer had to take a telephone call, and while he chatted earnestly to the caller someone lighted a bonfire under his chair. It was blazing merrily before he noticed the flames. Then he yelped a burning oath and fled, in a rain of oranges, to finish the call at his own desk.

Somehow such antics, which Seltzer feels are a great help to morale, never keep the outsized editorial staff of 160 too busy to give every visitor a hearing. There is one amiable citizen who drops in periodically to announce meetings of a neighborhood club. A cub reporter takes notes politely as he talks, thanks him for calling and bows him out. To the *Press*, the fact that no such club exists is no reason to shoo him away.

Besides, plenty of good news stories do walk in the door, and *Press* reporters are free to spend weeks or months, if need be, to follow them up. As a result of one visit by a distraught widower, Reporter Clayton Fritchey, now editor of the New Orleans *Item*, disappeared from the office to investigate a cemetery-lot racket. His legwork brought 20 indictments, 17 convictions and a Pulitzer Prize award for "the most disinterested and meritorious public service rendered by an American newspaper" in 1937. Last year 30 post-office employees were accused without hearings as part of the nationwide loyalty check of federal workers. One went to the *Press* to point out the

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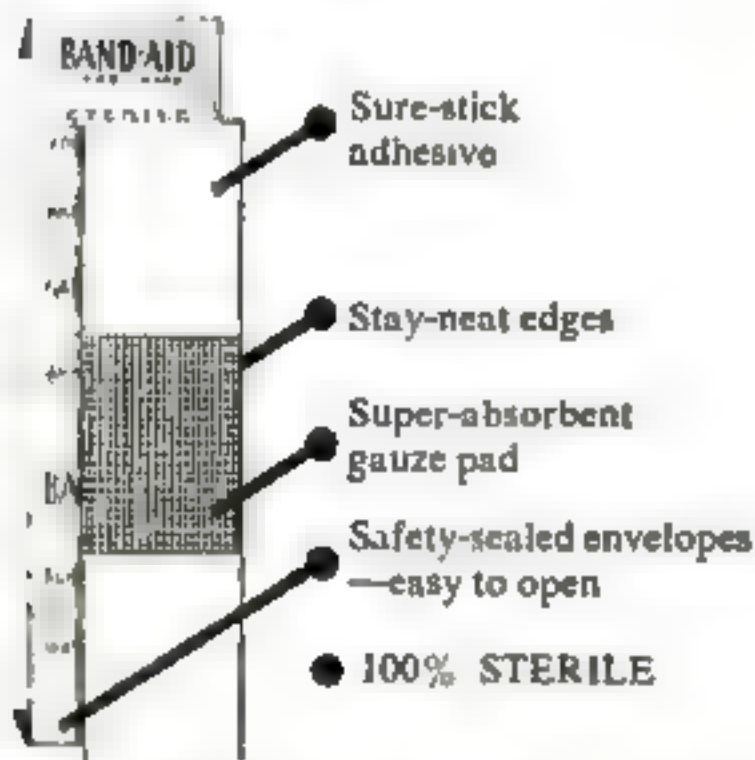


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IN CITY ROOM of the Press, where Editor Seltzer makes much of being just one of the boys, he borrows a reporter's typewriter to pound out an editorial.

MR. CLEVELAND CONTINUED

not-so-funny coincidence that 24 of the 30 were Negroes and four were Jews. Leaving aside the question whether they were subversive or not, Seltzer sacked Reporter Robert Stafford, his race relations editor, onto the story. So far Stafford has made two trips to Washington and spent many weeks working to see that the accused get a fair hearing.

Seltzer's staff spends a large part of its time running down such real or fancied injustices, getting sewers connected and street lights fixed because Clevelanders are in the habit of calling the Press as one might call a cop.

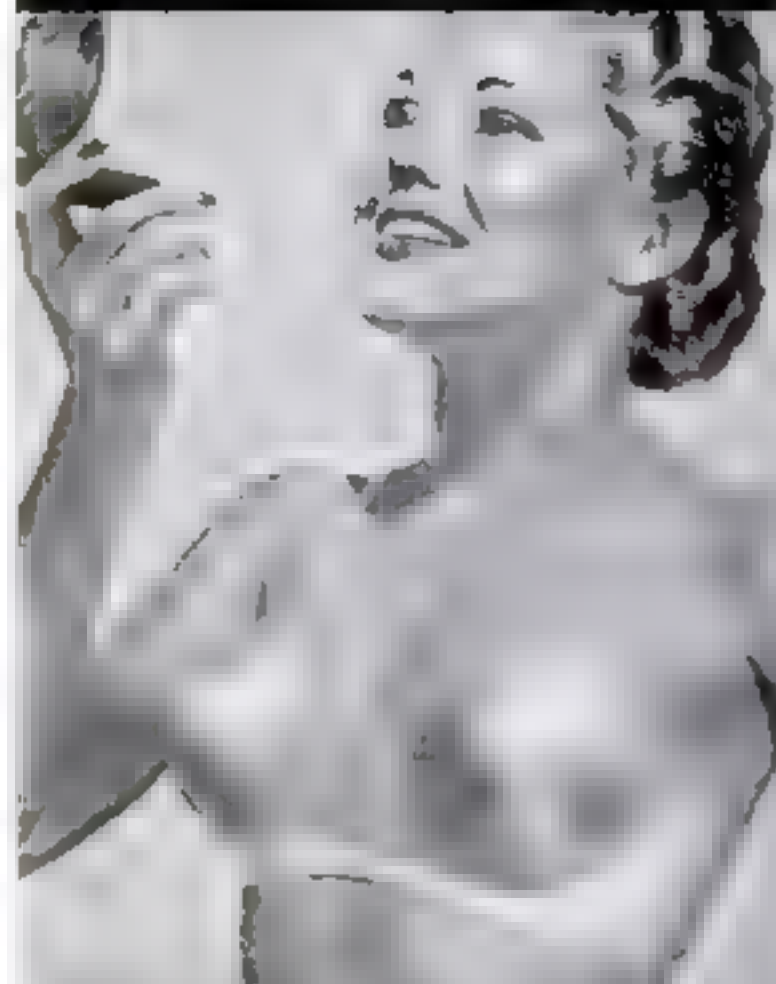
The public-spirited paper that Louis Seltzer runs was born 19 years ahead of him, when ambitious Edward Wyllis Scripps hit town in 1878 to found the tabloid *Penny Press* on a \$10,000 shoe-string. Cleveland was breathing the heady air of a boom. Pushing 160,000, it had nearly doubled its population in a decade, thanks to the ore, plus coal, plus limestone that inevitably added up to a steel industry. While the Mather, Bradley and Hanna tribes were founding their fortunes on these ingredients, Standard Oil's John D. was busy making his by refining oil into gold.

Neither "Lusty" Scripps's small and scrappy "workingman's paper" nor, in his turn, the small and scrappy Seltzer was exactly spoiled in childhood. Editor Scripps practiced some bizarre economies and paid himself \$12 a week while weaning the infant daily from which his press empire grew. Editor Seltzer's family had to be even more economical. His father, Charles Alden Seltzer, then a carpenter, was eventually to win local prestige as mayor of suburban North Olmsted and a measure of national fame as a writer of more than 50 Western novels; but when Louis was a boy the Seltzers were what was then called poor as church mice.

Scripps was never aware of it, but at age 10 his future successor was working the same side of the street that he was. The Press was then cheerleading for famed Mayor Tom L. Johnson, the single-taxer, who had come out for 3¢ carfare and 3¢ electric light. At the same time Charlie Otis was pumping \$1,000 a day into the anti-Johnson Cleveland News in an effort to help Mark Hanna torpedo the mayor's socialist schemes. The elder Seltzer, deciding that Mayor Johnson could use more help, began printing an occasional and short-lived paper called the *Sycamore Observer* to laud the mayor and larrup the Republicans, and Louis and his brother Robert peddled it from door to door. "We got into some fine fights along the way too," says Bob Seltzer, now his brother's financial editor. "Louis had a beautiful right-hand punch that took bigger kids by surprise and knocked 'em right down." Mayor Johnson won his battle, only to be ditched at a later election by the ungrateful voters, who realized after he died that he had been their greatest mayor.

Louis, 10, left school to become an errand boy at the *Leader* at

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MR. CLEVELAND CONTINUED

\$3 a week. "My dad," he says gently, "did everything he could to make up for it. He took me in hand after working hours, led me into all the best books and saw to it that my education didn't stop with my schooling." (Seltzer still reads prodigiously, through his Churchillian half-lenses, at everything from Albert Schweitzer to Raymond Chandler.) At 12 Seltzer was a columnist, writing crude pieces as "Luce the Offis Boy." The pleasure of seeing his name in print saved him further worry about a choice of career, so that when an editor fired him with the brutal observation that "you'll never make a newspaperman, Louie," he was only briefly crestfallen and felt genuine pity for the fellow's lack of judgment.

He caught on with the *Press* as a police reporter at 17, and a year later ran into his boss, the aging E. W. Scripps, for the first time. A new downtown building had collapsed, and as he flew down a stairway at the *Press* to head that way, the pint-sized Seltzer caromed into the bearded, booted and big-bellied Publisher Scripps, who was huffing up the stairs. Scripps picked him up, dangled him at arm's length and asked where the hell he thought he was going. Piped Louie Seltzer indignantly, "Put me down, sir, put me down — I'm covering a story!" Scripps evidently put him down as a young man who should get ahead, for at 19 the precocious pip-squeak was made city editor of the *Press* (at \$30 a week). Nevertheless he shortly demoted himself to reporter, in order to pick up some seasoning. In this, as in many later decisions, he was counseled by his bride, Marion Champlin Seltzer, a thoughtful girl whom he had met while she was playing the piano in a neighborhood movie house after high school. Even before they married (at 18 and on \$7.50 a week) she got him on the wagon for good. Today, with their son and daughter grown up, she is active in as many fields as he is—including, in an indirect way, the *Cleveland Press*.

It was as a crack political reporter that Seltzer helped carry Cleveland for Robert M. La Follette in 1924. His stories whipped local excitement for the Progressive candidate to a well-timed peak just as La Follette came to town to wind up his campaign. After the election, advertisers boycotted the *Press*. While Editor H. B. R. Briggs, under whose orders Seltzer helped get out the vote, lost his job in punishment for a task too well done, Seltzer was promoted to associate editor of the editorial page.

How to win friends

IN 1928 the 30-year-old Seltzer became editor of the *Press*. He set about learning his complex city as few men had ever known it since Moses Cleaveland staked it out, as part of Connecticut's Western Reserve strip, in 1796. Seltzer embarked on a doorbell-ringing campaign to win friends and influence readers in behalf of his paper. Every Sunday, after attending the First Unitarian Church, he and Marion marked off a neighborhood on a map of Cuyahoga County and went calling in their Chrysler sedan. They dropped in at churches, filling stations and corner drugstores, and everywhere they went Seltzer said in his high and ingratiating voice, "I'm Louis B. Seltzer, editor of the *Press*, and what's on your mind these days?" He always looked like a dapper little song-and-dance man, but he sounded terribly sincere.

Along with Seltzer's glad-handing went some crusading journalism that shocked the city right out of its shoes and shot the *Press* into the dominant position it has never lost. The time was ripe for crusades. Although Lincoln Steffens had called Cleveland "the best-governed city in the U.S." in Tom Johnson's day, graft and corruption had recaptured it by the late 1920s.

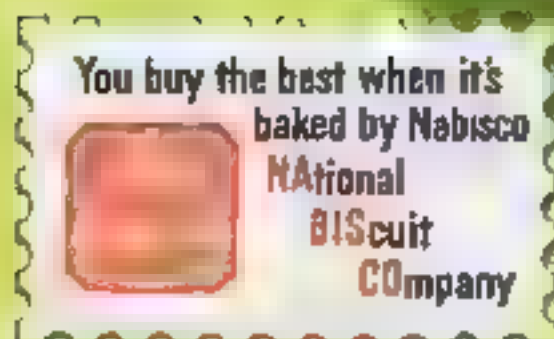
One day Seltzer breezed into his city room with a hot tip that a city councilman had made some side money from the sale of a playground site to the city. It was just gossip, but Seltzer put a pair of reporters to work on it. Their work paid off when the councilman went to jail. Further digging showed that he was not the only grafter. The *Press* took out after a second councilman, and as the playground scandal rippled across the city, a real estate man got frightened and skipped town. Seltzer posted a \$2,500 reward for him in the *Press*, then raised it to \$10,000 and printed daily front-page boxes that reminded the sheriff and the prosecutor, "Lest you forget: 198 days since Harmon Atwater disappeared," and what were they going to do about it. The officials did as little as possible, but Seltzer's reward offer brought him a guarded tip that Atwater was holed up in a South Side hotel in Chicago. A reporter and City Editor Ben Williamson sped to Chicago and shanghaied Atwater. For three days they spun his story out, while the cops, the *Plain Dealer* and the *News*, along with everybody else in Cleveland, had to read the *Press* to see how the scandal of the year was progressing. Atwater's capture led to more indictments, including one for the second councilman. On the eve of a trial, after threatening to "sing" at length

CONTINUED ON PAGE 139

Perfect partner to CHEESE

Like pancakes call for syrup . . . like coffee calls for cream—that's the way cheese *needs* RITZ CRACKERS! Never did Swiss taste so rich... or Cheddar so racy as when eaten with tangy, crisp RITZ CRACKERS! For RITZ CRACKERS bring out the full flavor...add a zip and zest all their own! Get RITZ CRACKERS. No other gives such a bonus in *satisfaction*—is such a "perfect partner" to *any* food you serve!

*"Nothing tastes as good
as Ritz—but Ritz!"*





MR. WYATT C. HEDRICK — distinguished architect and engineer — has designed some of the country's outstanding industrial buildings. One of his recent accomplishments is the new Shamrock Hotel in Houston, Texas — a model of which appears above.

For Men of Distinction... **LORD CALVERT**

Where there's Lord Calvert, there's usually a man of moderation and discerning taste . . . particular about what he drinks and what he serves his friends. Lord Calvert . . . so rare, so smooth, so mellow . . . meets the requirements of those who appreciate the finest. Why not try Lord Calvert yourself?

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86 & 8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



TALKING DOG and other callers from various levels of Cleveland life rub shoulders on this bench outside Seltzer's office, waiting their turn to see him.

MR. CLEVELAND CONTINUED

about city hall graft, he was put on the spot in an East Side Cleveland flat and shot to death in traditional gangster style.

"My, we had a regular field day with that one," Seltzer sighs. "The murder was never solved, but the *Press's* problem was." In the two-year period covered by the playground grab and the ensuing murder, circulation soared by 15,000 a day.

One result of all this was to toss rascals out and put good men in who were indebted to the *Press*. Another was the end of the city's 10-year-old city-manager experiment, which Seltzer had espoused but which his exposés had shown could be controlled by the council. The city manager lost his job, and in as acting mayor went a political unknown, one Harold Hitz Burton, who went on from three terms as mayor to be a senator from Ohio. Associate Justice Burton of the United States Supreme Court can thank the *Press* for his first shove up the ladder of political success.

So can Governor Frank J. Lausche, and he does. A son of Slovenian immigrants, Lausche grew up in the polyglot 23rd Ward to become a red-hot third baseman on the Epicureans, a sand-lot baseball team. As a pro ballplayer he turned down a bid from Atlanta in the Southern Association to go to law school. He was a common-pleas judge when Louis Seltzer talked him into running for mayor in 1941. The personable, emotional Lausche turned out to be the most dependable vote getter—and to politicians the most undependable officeholder—in Cleveland's memory. He was elected mayor, then re-elected, to the joy of all the nationality groups, by the greatest majority in history. And in his second election as governor he won the greatest majority ever given a Democrat despite, or perhaps partly because of, his habit of rewarding enemies and withholding plums from his friends. Seltzer would never ask him for a plum. But on New Year's Eve a year ago Governor Lausche told a party of friends and a tape-recorder microphone, "I want to say tonight, in the home of Marion and Louis Seltzer, that the fact I was mayor of Cleveland and now am governor of Ohio I owe to him more than any other man or circumstance."

No time for breakfast

LIKE most well-to-do Clevelanders the Seltzers have forfeited their vote by moving outside the city limits. Unlike most, who dwell in Shaker Heights or the even swanker Bratenahl area east of town, they live in a West Side suburb because it is handier to the office. He is up at 6 in his big and comfortable Lake Avenue house, to snatch the *Plain Dealer* off the front porch, read it in bed and call the office at 7 to catch the high spots of later news. A Spartan eater, he takes no breakfast at all, no coffee and only vegetables and tea for lunch. He is not a bit crabby on an empty stomach when he gets to the office for staff meeting at 8:30 (at which time his watch, always set ahead, reads 8:50).

Editor Seltzer likes to say that "I wish I had my desk on Public Square." He probably does think that Mayor Tom Johnson's seated statue and marble soapbox there, a monument to Cleveland's tradition of free speech, would be an ideal place for an editor who likes people—and very much wants them to like him—to transact his business. But his local reputation for being always accessible is a

CONTINUED ON NEXT PAGE

Get THE WORLD'S FINEST SELF-POLISHING WAX *for your floors*



Self-polishing Simoniz OUTSHINES
... OUTLASTS THEM ALL!



Sold by grocery, hardware, variety, drug, accessory and department stores—and linoleum dealers everywhere.
THE SIMONIZ COMPANY,
CHICAGO 16, ILL.

Home beauty starts with lovely floors. You can make your floors exquisitely glamorous with Self-Polishing Simoniz—the finest liquid wax in the world! Costs less to use, too, because it lasts so much longer. Just spread it on . . . that's all you do . . . watch it shine as it dries to the same lasting loveliness that makes Simoniz so famous for cars! No rubbing nor buffing. Grows brighter with wear . . . requires less care . . . it's truly water repellent! Stands up under repeated wet moppings. Try it!

MARVELOUS FOR LINOLEUM, RUBBER OR ASPHALT TILE, TERRAZZO, FINISHED OR PAINTED WOOD FLOORS

Oh, my aching feet!



Absorbine Jr.

● That's right, clock it! Next time tired foot muscles shout with pain . . . look at your watch!

Then rub those burning, aching feet with cooling, invigorating Absorbine Jr. and feel the pain fairly float away. When you look at the clock again, chances are you'll be surprised how quickly Absorbine Jr. has brought those weary feet refreshing relief!

Because Absorbine Jr. has two beneficial actions. First, it promptly cools and soothes those sore places. And second, it counters the irritation that causes pain with a grand muscle-relaxing effect that helps make you feel good all over. Get Absorbine Jr. wherever drugs are sold . . . \$1.25 a long-lasting bottle . . . Introductory Size 15¢.

Ah, my Absorbine Jr.



W. F. Young, Inc.
Springfield, Mass.

MR. CLEVELAND CONTINUED

shade illusory. It is true that anyone can get as far as the oaken bench outside his office, and that candidates for governor or dog-catcher may rub shoulders there with steel magnates, social workers and panhandlers. But those who come seeking favors or jobs are likely to have a long wait, simply because Louie hates to say no. "He's really an actor," explains one of his men. "But he's always sincere at the moment." His brush-off technique is to rush out to the bench, shake hands vigorously without stopping, urge the caller to "see me Tuesday" and vanish into the city room before the hypnotized visitor can trip him. But those who come for a handout can always get a pink voucher from the receptionist, payable at the cashier's cage downstairs for a buck or so.

Often, when Seltzer bustles into the city room, he sits down at a vacant desk to write himself an editorial. His signed contributions to the *Press* are of two kinds and show a stylistic schizophrenia. One kind, written with tears in his eyes and signed "LBS," is the "personal," a sentimental tribute to some prominent or obscure Cleveland citizen. It is likely to end with "God bless you, little lady, and may you always keep your head high. . . ." It is the kind of writing that his three editorial writers often would like to tone down to save LBS later embarrassment; he tends to go too far. The other kind, written with fire in his eye and soft curses pouring from his lips, is the terse editorial blast signed "LOUIS B. SELTZER."

One of these, batted out in 10 minutes, was his recent scorching directed at the "dairy interests," which had yanked their advertising because the *Press* was whooping up votes for a colored oleomargarine referendum. "The *Press* cannot be bought," Seltzer wrote in righteous wrath. "Because an advertiser, to make use of the circulation built up editorially by the *Press*, puts space in the paper, does not mean he thereupon exercises a vested interest in its editorial policies. . . ." Then he whipped his declaration of independence out of the machine and ordered it run on page one. The voters straightway okayed colored oleo.

He has a "broken English" editor

SELTZER handles his staff like a symphony conductor. He makes every man feel like a soloist and gracefully insists that they take the bows, and the by-lines, with him. (One thing they do not do is break bread with him at home. Since the Seltzers cannot very well entertain all the staff families, they scrupulously invite none.) He encourages them to be people as well as newsmen; the office is a hotbed of club presidents, school board members and settlement house workers and even boasts a suburban constable.

Building up his minions to be big shots, Seltzer deferred his own European trip until he had sent Theodore Andrica, his nationalities or "broken English" editor (who has commuted since 1932 as a liaison man between Clevelanders and the old countries), his woman's editor, his industrial editor and 14 other staffers all on expense-paid trips. So when he finally headed for Europe himself, a Scripps-Howard auditor cracked, "Hell, he had to go there to hold a staff meeting!"

Seltzer gets along so well with his unit (Local No. 1) of the American Newspaper Guild that one of its negotiators says, "Jeez, he'd give us the paper if we didn't keep him from it." This alone makes him a freak among publishers. Knowing how many babies and operations the boss has paid for, and how he has kept four disabled staffers on full pay for no work for two to six years, the Guild bargains with the *Press* mainly as insurance against the time when Seltzer won't be there any more.

That time will come, barring accident, in about eight years. It will come when he retires and not when he goes to another job. "If I'd wanted to leave here I could have done it long ago—and I'd have been a fool," he says realistically. "I could have been a bank president or head of half a dozen big manufacturing plants, of papers in Chicago, Los Angeles, Detroit, New York. Yeah, Captain Patterson asked me to come and get used to his New York *Daily News*, and take over after him, at my own price. I told him no, I'd just like to hang up my journalistic gloves here, where I started." Besides, he is primarily a successful Cleveland, one who might be a fish out of water anywhere else.

People who dislike or fear Louie Seltzer—and they are a widely assorted minority group—feel he is the Sammy Glick of Cleveland, a man on the make and out for something big. The trouble with that judgment is that while he behaves like a supremely ambitious fellow, he has already realized all his ambitions. Except, that is, for a couple of things. One is that he'd like to push the *Press* past 400,000 daily circulation before he quits. The other also involves his strong competitive urge. Twenty years ago, when the *Press* was dangling \$50,000 prizes in limerick contests and the *Plain Dealer* giving away

HERE'S HOW

to relieve discomfort when you

EAT, DRINK TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all drugists—buy today!

- 1 ANTACID—relieves sourness, gas and heartburn promptly.
- 2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!

Take Good-tasting ENO

McCREGOR

Hugger slacks



SIERRA GAB HUGGER SLACKS . . .

no-belt action slacks that hug the hips—keeps shirt down, slacks up. Tailored of 100% pure worsted gabardine in your choice of colors, 18.95

Other Hugger Slacks from 10.95

At better stores everywhere or write

DAVID D. DONIGER & CO., 303 Fifth Ave., N. Y. 16

TRADEMARK MADE IN U. S. A.

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19 Young Americans

ABOUT NEXT WEEK'S ISSUE

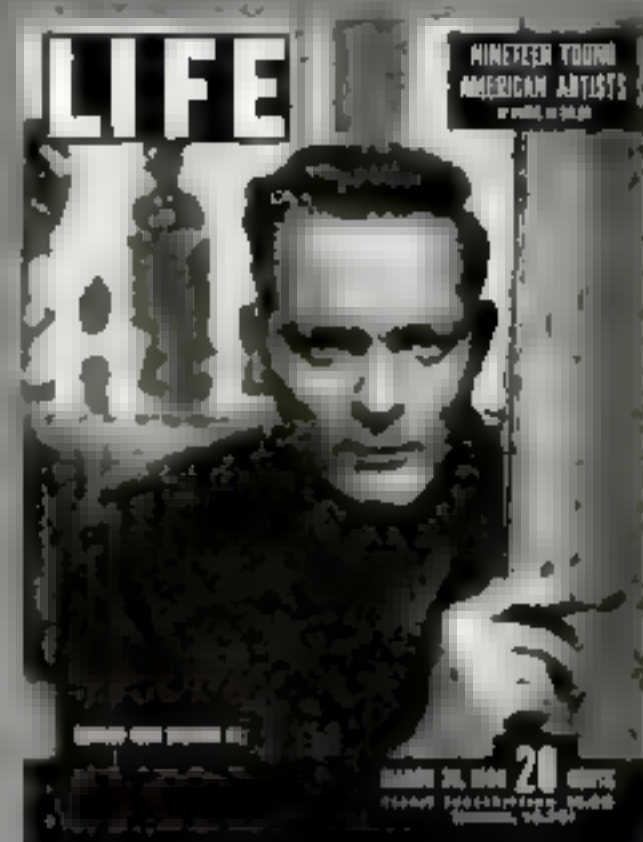
ART, as has been said, is the keeper of the times. In the 693 issues of LIFE published to date, readers have seen many great works of art of the past, all of which told something about the age in which they were created. In next week's issue, LIFE's readers will see what the young painters of America have to tell about the hopes and fears of the present.

In a country whose leadership in science, technology and business is taken for granted, what are the prospects in the field of art? Are there signs of any equivalent leadership? In an effort to answer this question, LIFE's editors asked the heads of schools, museums, and art departments in leading colleges throughout the country to suggest the names of American painters under the age of 36 whose work they considered exceptionally promising. Four hundred and fifty artists were suggested and were invited by LIFE to submit photographs of what they considered their best work. On the evidence of more than 1,000 photographs submitted, 131 of the artists were asked to send a painting. Nine of LIFE's editors then selected 19 paintings they considered representative of the whole group.

Critics and laymen who are intelligently interested in painting may view next week's 10-color-page story skeptically, or may find in it great hope and promise. Certainly the 300,000 people enrolled in U.S. art schools and the equally large number of self-taught, active amateurs will find encouragement and challenge in the publication of these comparatively unknown works. After LIFE assembled them, four museum directors were invited to view the collection. Several others came in to see the paintings while they were in New York. All were very much impressed. Said Alfred H. Barr Jr. of the Museum of Modern Art: "This saves me a trek across the whole country." Robert Beverly Hale, associate curator of American paintings and sculpture at the Metropolitan Museum of Art, asked if he might hold an exhibition of LIFE's 19 selections along with 33 others LIFE had collected. The exhibit at the Metropolitan will open on March 24.

The artists themselves turned out to be a highly diverse group. Most are American-born, but one comes from Romania and another from East Prussia. A painter from Washington won an art institute scholarship when he was only 10, while one from New York got lessons from her artist mother when a mere tot. During the war several were official Armed Forces artists, one was a camouflage painter and one a lady welder in a shipyard. A painting by one of them appeared in LIFE's last extensive survey of young American painters, the 1942 Art Competition for Men of the Armed Forces which was exhibited at the National Gallery in Washington and later sent on tour. Of these 19 artists, incidentally, three are women. Photographs of all of them will appear with their work next week.

ANDREW HEISKELL, *Publisher*



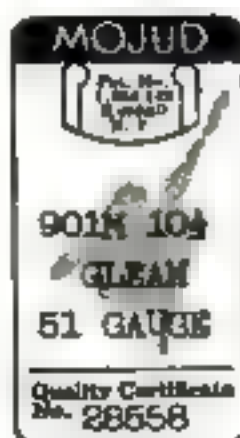


There's LINGERIE by Mojud, too,
for beauty ABOVE your hemline

The ticket that talks

Every pair of Mojud stockings bears a tiny ticket that speaks volumes to you. It says...perfection from top to toe. For on it is the stamp of each expert who zealously guards Mojud quality at every step.

For perfect fit...there are five proportioned leg sizes for short, tall, or average women. AND every Mojud stocking has the hidden inch...extra give and resilience right in the knit! No wonder that women who wear them *once*, are Mojud fans for life. At good stores everywhere. Mojud Hosiery Co., Inc., 385 Fifth Avenue, New York 16, N. Y.



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MR. CLEVELAND CONTINUED

free "dream houses" to entice new subscribers, local publishers decided to call a truce in their circulation war before they lost their shirts. Their "understanding," which gives the daily press some of the earmarks of a private club, is that they give no premiums, hire no newsboys and never scoop each other with "extras." They even use the same attorneys. But Seltzer chafes under the truce and is eyeing the *Plain Dealer's* traditional Sunday monopoly. He growled last week that "my guys are just spoiling to put out a *Sunday Press*. One of these days, dammit, we're going to do it."

Whether he knows it or not, Seltzer is rebelling against a manifestation of middle age—and so is his city. Cleveland is now 154, which as American cities go is getting along in years. The outer reaches of Euclid Avenue, once the dusty path of Conestoga wagons, are straddled by ancient oak trees. The cutthroat competition of the old city-builders would be considered bad form by their inheritors, who live and let live. The inevitable trickle of youngsters leaving town for "broader horizons" has begun, while a well-earned air of respectability surrounds their elders. And Seltzer, older and slightly more sedate himself, now belongs to the Union Club.

But, again like Seltzer, there is lusty life in the old city yet. Cleveland still has a crime problem, nothing to compare with the terrorizing "torso murders" of the 1930s but enough to keep the cops and Seltzer hopping. An indication of the problem came a month ago when Arthur B. ("Mickey") McBride, owner of Cleveland's taxi fleet, passed out 100,000 free taxi whistles. They were quickly snapped up by the women of Cleveland who, knowing that whistling would not solve the city's taxi shortage, tucked them in their handbags for use on dark nights if they should be molested.

Cleveland is still young enough to regard itself as a city with a small-town spirit, just as Seltzer prefers to regard himself as a small-town newspaper editor. In his sentimental affection for his Lakeside metropolis, Seltzer merely speaks for the heart of the whole city. It is this sentiment which, through the years, has inspired the "pig-iron aristocrats" of Cleveland's youth to put back into the city, in countless philanthropic memorials, so much of what they have taken out. To Seltzer, as to most other Clevelanders, the fact that the Century goes through without stopping is a matter of small importance. The city's slogan, endorsed as heartily by him as by any other loyal Clevelander, still holds: **BEST LOCATION IN THE NATION.**

Or, as Frankie Yankovic's Yanks sing it in the *Cleveland Polka*:

Up where the buckeyes tumble down
You'll find the country's grandest town.
It seems a lady's kiss means more
Out on Lake Erie's southern shore.
From water's edge to Waterloo,
From Shaker Square to Brookside Zoo,
You'll find the best location in the nation
If you travel down to good ole Cleveland town.

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CLEVELAND A.B.C. CITY ZONE



CIRCULATION MAP of "best location in the nation" shows Editor Seltzer areas (left) where *Press* is strong, outlying areas where he seeks more readers.

Don't give it
a second thought
carry
**NATIONAL CITY BANK
TRAVELERS CHECKS**



Because they're universal currency... spendable at home or abroad for anything... accepted just like cash but safer. Promptly refunded if lost or stolen. Good until used. Cost 75¢ per \$100. Buy them at your bank.

NATIONAL CITY BANK



TRAVELERS CHECKS

BACKED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking
Member Federal Deposit Insurance Corporation

HARD OF HEARING? HERE'S GREAT NEWS!

People who use their hearing aids 12 to 16 hours a day report up to 25% longer service life with the NEW and IMPROVED "Eveready" hearing-aid "A" battery No. 1005E. "Light-duty" users (2 to 4 hours a day) report a greater economy, a new-found clarity of tone and quality of reception.

Ask your hearing-aid dealer!

MEDICATED TO DO GOOD!



FLAVORED TO TASTE GOOD!

Buy Luden's
Wild Cherry Cough Drops
5¢ Everywhere

The "Fresh Up" Family Drink!

So pure... So good...

... the popularity of crystal-clear 7-Up is growing everywhere. New millions are learning how 7-Up adds its own fun to family work and play.

Clean-tasting... sparkling... tempting—that's 7-Up! Buy a case where you see those bright 7-Up signs.



So wholesome for everyone!

Yes, even the smallest small fry can "fresh up" with 7-Up as often as they want with as much as they want. That's why 7-Up is the all-family drink!



BUY A CASE TODAY!

*You like it...
it likes you!*

Copyright 1958 by The Seven-Up Company





More "Family Cars" Park Here...

It's a pretty good sign, when you see a pram parade lined up *outside* a store, that mothers are *inside* doing a smart bit of shopping. And we blush with pride, because so many of these mothers choose A&P as the place to stretch those slim, just-getting-started household budgets.

They keep us on our toes, too, providing a

big variety of "nothing but the best" for Joe and the babies. Take eggs, for instance. We're as fussy as all get out about them. We get them direct from the farms, candle and grade each egg ourselves, race them to our stores fresh as fresh can be, and we still manage to keep the prices sensible. That's one of dozens of ways we help Mom serve better food for less money.

Yes, better food for less money: that's the A&P story. We believe in it and we practice it. We think you'll benefit by it at your house. We suggest that you read the weekly A&P newspaper advertisements, or better yet, come to your neighborly A&P Super Market for first-hand proof. The whole idea back of A&P is to simplify YOUR food problems.

LOW PROFIT MEANS MORE FOOD FOR YOUR MONEY



When you spend \$1 at A&P, more than 98½¢ of it goes to cover the actual cost of the merchandise and the expense of doing business. Less than 1½¢ is A&P's profit. A&P pioneered in this low-profit method of food distribution which helps America eat better.

BABIES ARE SOME OF OUR BEST CUSTOMERS



Baby foods and cereals and milk for formulas occupy plenty of shelf space at A&P. We're toddler coddlers, and why not? Today's babies grow up to be enthusiastic A&P customers—for nobody's ever too young or too old to share A&P economies.



VARIETY HELPS AMERICA EAT BETTER, TOO

There are over 2,400 budget-pleasing items in an A&P Super Market. It's easy to plan well-balanced diets from that selection. And putting this wide variety within more people's reach has been our aim for 90 years.



Customers' Corner

Let's hear your side of shopping problems. We'd like you to have the best checkout system possible. Tell us frankly what you think of it—how we can better it. We're continually working on this problem. Help us to help you. Write.

Customer Relations Dept.
A&P FOOD STORES,
Graybar Building, New York 17, N. Y.



A&P SUPER MARKETS



LISTING PERILOUSLY BEFORE A TV CAMERA, BUSTER KEATON WITH HIS DEAD-PAN LOOK AND PIE-PAN LID FIGHTS GRAVITY JUST BEFORE HE TOPPLES TO DISASTER

GLOOMY BUSTER IS BACK AGAIN

Keaton is up to his old tricks on TV and everybody loves it, even himself

One undisputed advantage the citizens of California have over their countrymen is being able to see Buster Keaton on TV. Televised out of Los Angeles (Thursdays 8:00 p.m. PST, KTTV), Keaton is reviving the dead-pan pantomime that made him one of the greatest of the silent movie comics. Keaton has not been starred in a movie since 1933, but now at the age of 54 he is taking pratfalls on a

bare floor that other comics wouldn't try on a pile of marshmallows. Like Ed Wynn, who first introduced Keaton as a guest star on his own show in December, Keaton is enthusiastic about TV. He feels that it captures some of the movies' early gusto and is just right for spontaneous clowning. On the following pages are two of Keaton's TV acts, showing him as the eternally stoic victim of disaster.



RARE LAUGH by Keaton, who seldom lets cameras catch him this way, shows high spirits around studio.

You enjoy playing Canasta
—now enjoy *Wearing* it!

CANASTA

Pajamas by **TEXTRON**
—MENSWEAR

Pajamas
3.95 to 5.95
Sportshirts
3.95
Shorts
1.25 to 1.65



A popular pastime gets adapted for bedtime! The four suits are dealt in a variety of eye-appealing designs. Whether Canasta expert or not, your game will be tops for good looks—it's in the cards! In lustrous completely-washable cotton broadcloth or rayon. Comes with booklet of rules on how to play Canasta.

Buttons sewn on with Nylon thread.

Makers of Quality Sportswear—Nightwear—Underwear—in all fabrics

Buster Keaton CONTINUED

HE SUFFERS IN SILLY CLOTHES



TO PLAY BEAU BRUMMELL in one of his television skits, Keaton tries on various outlandish wigs. Scene was enacted as if Keaton were looking in a mirror.



A WILD AND WOOLLY WIG is tried on by Keaton in misguided effort to assume a rugged, romantic aspect. Lace blouse is part of Beau Brummell getup.



FINAL INDIGNITY is suffered by Keaton when he is laced into a corset to improve his figure. The corset was so tight he could not walk, had to be carried.

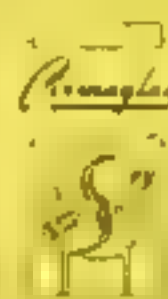
CONTINUED ON PAGE 142

This is the Permaglas Automatic Gas Water Heater
with the tank that cannot rust because

Glass can't rust!

The unique tank of the A. O. Smith *Permaglas* Automatic Gas Water Heater is made of glass-surfaced steel—mirror-smooth, sparkling blue, and diamond-tough. It cannot rust because glass cannot rust. That's why a *Permaglas* Gas Water Heater does not need replacement every few years—an important, money-saving fact. That's why you can confidently depend on it for all the automatic hot water you want—for baths, dishes, laundry, and every home use.

For dramatic proof, see your A. O. Smith dealer who displays the *Permaglas* emblem—merchant plumber, appliance dealer, or gas company. Or write us for your dealer's name and an illustrated folder. A. O. Smith Corporation, Water Heater Division, Kankakee, Illinois.



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AUTOMATIC WATER HEATERS

Makers of PERMAGLAS, DURAGLAD, MILWAUKEE, and BURKAY
—four lines of outstanding gas water heaters



Licensed in Canada: John Inglis Co., Ltd.



it could be
you!

From tip to top—your legs will look lovelier in Cameo! Cameo's the only stocking with the "Even Keel" Tailored Heel that never slips, always holds seams straight. Cameo has a slenderizing effect, too! What more can stockings do?

BUR-MIL®



CAMEO®
STOCKINGS

Buster Keaton CONTINUED

HE SUFFERS HELPING A PROPMAN



TRYING TO HELP in TV studio skit, Keaton does variation on one of his classic old movie routines, coming to the rescue of a propman with a hatrack.



DISASTER OVERTAKES HIM when hatrack begins to slip from under the plank and Buster is left miserably supporting its full weight on his head.



TUMULT AND CONFUSION beset him when somebody calls his name. He obediently abandons his project as plank collapses with the hapless propman.

**HAVE YOUR
FRIENDS
STOPPED
PHONING?**



Be popular, be alluring—check diaper odor with new Mennen Baby Magic Skin Care! It smooths in fast. You're never greasy or sticky! Keeps you fresher, sweeter—checks diaper odor as well as diaper rash! Tell Mom it's more sanitary, saves time too—in the unbreakable Safety-Squeeze Bottle.



it's a breeze...
JUST SQUEEZE!
only 49¢

**MENNEN
BABY MAGIC**
SKIN CARE

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
and dentists
recommend

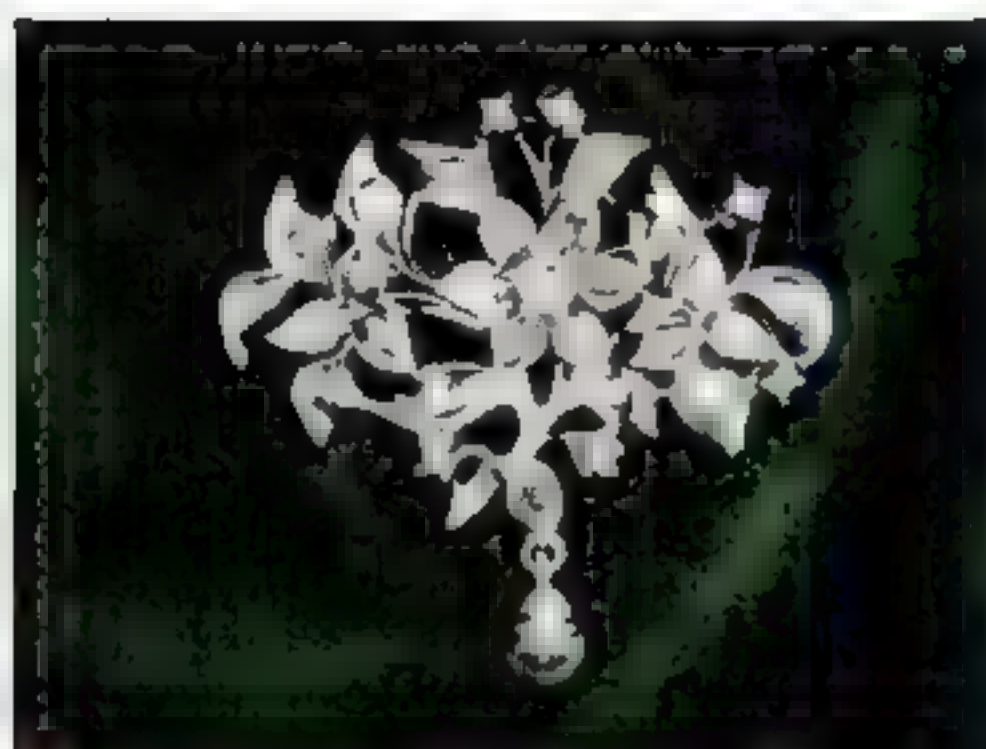


Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

**Novel MR. PEANUT
Mechanical Pencil**
Everybody wants one. Precision made, complete with clip, eraser, extra leads. Send today to PLANTERS PEANUTS Dept. PL, Whitesboro, Pa.
YOURS for only 25¢ and 2 empty for Planter's Peanuts Pop.

**T-N-T
POPCORN**
9 quarts from 1 can

What few of us know about diamonds



1859 Styles in diamonds change. Back when the name Corby's first came to Canada, diamonds were sometimes not cut, but simply polished, as shown above. Blue-white diamonds are considered the most valuable, but only 1 diamond in 500 has a blue tint. (ANTIQUE JEWELS . . . MARCUS COLLECTION)



1900 The "brilliant" cut, with 58 reflecting facets, was high style in diamonds when the name Corby's was in its 42nd year of renown in Canada. Still popular today, the "brilliant" should have two-thirds of its depth below the widest part for maximum fire and brilliance.



1934 The oblong cut was fashionable during the name Corby's 76th year in Canada. This also has 58 facets, but they're arranged to show the internal structure of the gem. Almost all gems have flaws, but they are classed "flawless" if they can be magnified 10 times with no flaw visible.



ALL DIAMONDS IN THIS PHOTOGRAPH COURTESY HARRY WINSTON, INC. NEW YORK

1950 If you're having a diamond appraised, remember that the figure the jeweler quotes is the replacement cost, not the price you would get if you sold. It's always best to trust in a reputable jeweler when you buy or sell, for it takes an expert to judge a precious stone. When it comes to whiskey, however, it's your own expert opinion that counts. Pass judgment today on Corby's, the light, smooth whiskey with a grand old Canadian name. Try a bottle. Appraise the sensible price, too.



CORBY'S . . . a grand old name in Canada since 1859

AN AMERICAN PRODUCT

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois





Scotties *
are softies !

"Scotties," "Soft as old linen," Reg. U. S. Pat. Off.

Scotties are thrifties too!

Scotties are "softies" on your skin and pure white-white. Yet, marvel of marvels, they have the 2-way strength you want for practical use. You don't poke a finger through a Scottie when you "blow." And when you remove make-up, a Scottie doesn't crumble. Scotties are "thrifties" too. See how economical these soft white tissues are by comparing Scotties' value with all others.

* another tissue by **Scott** that's soft as old linen"



WEARING HIS FENCING COSTUME, LITTLE BELA DE TUSCAN JR. ASSUMES THE "EN GARDE" STANCE. ON THE WALL BEHIND HIM ARE MASKS AND CANVAS TARGETS

TOUCHÉ BY A TOT

A 2½-year-old is the star pupil of his father's fencing school

This earnest young man is Béla de Tuscan Jr., who at 2½ may not be the youngest fencer in the world but is certainly the best for his age. Little Béla learned to walk at eight months and to fence at 18. His first words were not "mama" or "papa" but "*Et la!*," the fencer's cry of triumph. Junior is the son of Béla de Tuscan, a Hungarian-born expert who instructs some 350 dedicated pupils at his Salle de Tuscan in Detroit and at Wayne Uni-

versity. Young Béla participates in the regular curriculum of the children's class (pp. 152, 153), which includes boys and girls from 6 to 12. Like his stern and handsome father, who has devoted his life to the foil, the *épée* and the saber, young Béla has no interests besides fencing. After a hard practice session he even drops into the Salle de Tuscan bar to drink ginger ale and listen to his older comrades in arms discuss the *fleche* and the *riposte*.



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with...

UNDERTHINGS OF
Spun-lo
RAYON FABRIC

Yes, your budget will learn to love these smooth-fitting panties, slips, and gowns...on sight! You pay just a pittance in the first place. And undies of Spun-lo thrive on long wear, lots of washings, never need ironing. This fine rayon fabric stretches and springs back with every motion. Let undies of Spun-lo send you to the head of the thrift class...today!

*always look for the Spun-lo label...
it means extra value for you.*

INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND TYRON CORD FOR TIRES

SPUN-LO IS A SERVICE OF HONEY
Guaranteed by
Good Housekeeping
MADE IN AMERICA

Fencing Tot CONTINUED



PREPARING FOR FENCING SESSION, BELA EXERCISES WITH OLDER BOYS
ONE YOUNG PUPIL PRACTICES A LUNGE AGAINST DE TUSCAN WHILE THE





THE SENIOR DE TUSCAN SHOWS STUDENT PROPER FORM FOR THE SALUTE
OTHER STUDENTS IN AN ATTENTIVE CIRCLE WATCH THE MASTER'S PARRY



Artcarved

DIAMOND AND WEDDING RINGS



EMERALD SET, an Artcarved
Centennial value in yellow gold.
Engagement ring, \$200. Also
from \$100 to \$1000, with other
size diamonds. Bride's circlet,
\$57.50. Groom's ring, \$69.50.
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Costume by
MILY BACHÉ



The finest... for the finest

For the one girl above all others, choose a ring you're sure is
worthy... a ring she's sure to love. How to decide? Do one easy
thing. Look for the name *Artcarved* inside the ring you buy.

For 100 years J. R. Wood & Sons, the creator of *Artcarved*
rings, has been honored in world diamond markets. Today,
Artcarved diamonds—never before worn—are selected by ex-
perts for fine color, true clarity and carat weight... then cut
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Artcarved rings are hand-carved in precious metals for life-
time beauty. Because of this unique rough-diamond-to-ring
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carved* ring at any price represents a value that you cannot
find elsewhere. Registered and guaranteed *Artcarved* diamond
rings sell at nationally established prices from \$75 to \$5000,
and wedding rings from \$8. Your jeweler will show you the
name *Artcarved*, in the ring, on the tag.

100 YEARS AGO—the first ring made by J. R. Wood
found its way onto the finger of a happy bride. Since
1850, this house has won an honored reputation—
among diamond merchants, among jewelers, and
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FREE: "How to Select Your Diamond Ring" a booklet packed with
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creator of

Artcarved and WOODCREST

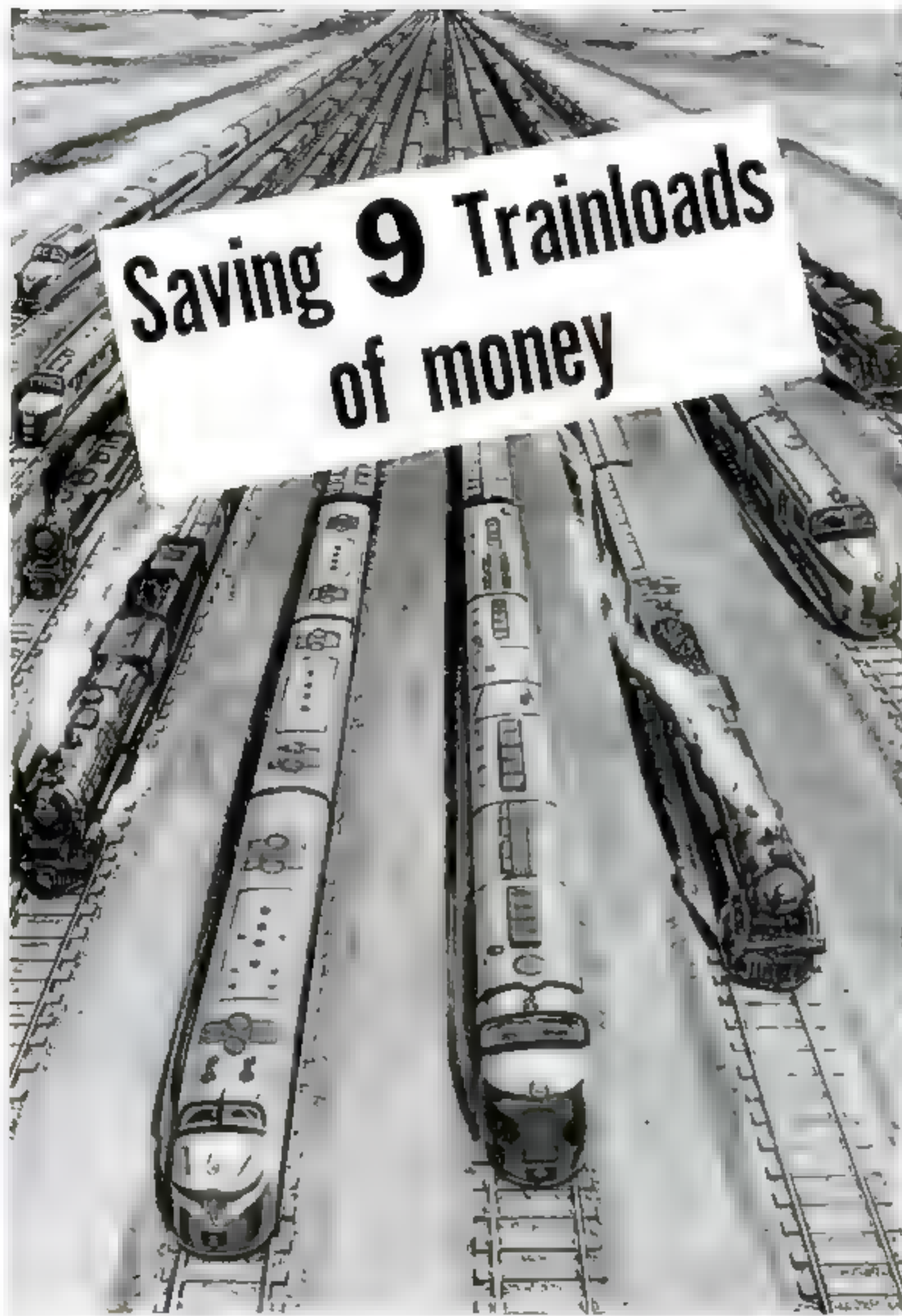
Diamond Rings

See your jeweler's 1930 Diamond Exhibit, Mar. 23—Apr. 12

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BELOVED BY BRIDES FOR A HUNDRED YEARS (1850-1950)

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Saving 9 Trainloads of money

Imagine a solid trainload of dollar bills, and you'll have a picture of how much a billion dollars is.

Now imagine 9 such trainloads of money, and you will have a picture of how much railroads saved last year as compared with what it would have cost to handle 1949 traffic, at present wage and price levels, had railroads operated at their 1921 level of efficiency. And you—the people of the United States—have received the benefit of these savings in rates much lower than they would otherwise have had to be.

Compared with even so recent a year as 1939, the saving through greater efficiency is more than 2½ billion dollars a year.

Ninety per cent of the cost of producing rail service is in man power and materials—and in 1949 the railroads paid \$2.25 for the same units of man power and materials which in 1921 cost only \$1.00. But even with such increases, rail-

roads produced freight and passenger service in 1949 for charges which averaged only 3 per cent higher than in 1921.

The big reason for these great gains in efficiency is the investment since 1921, of 17 billion dollars for such new railroad "tools" as Diesel locomotives and centralized traffic control, which were unknown in 1921, as well as for improved tracks and terminals and signal systems, new and better cars, and for improved maintenance and repair facilities.

Each of these improvements resulted in savings which were cumulative year after year, and led in turn to other improvements. Each gave the public better service, and each helped to keep charges for railroad transportation down.

The same skill, ingenuity and determination which saved these billions are still at work on the railroads, striving to provide better service with greater efficiency.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.



EXHAUSTED BY 112° HEAT AND 95% HUMIDITY OF SEALED ROOM,



DURING REST on scale which registers slightest loss of skin moisture, there is no difference in chemical functions of a normal person and a psychotic. In absence of stress body does not activate its glandular defenses.



NORMAL SUBJECTS SUFFER THROUGH STRESS TEST. PERSPIRATION IS FUNNELED INTO FLASKS, ANALYZED AND COMPARED WITH THAT OF ABNORMAL SUBJECTS

CHEMISTRY OF INSANITY

Discovery of glandular differences between normal and unbalanced people is basis of new treatments

For years it has been known that stress, even stress of everyday problems, can cause some men's minds to crack. But what happens to the body's delicate mechanisms to bring this about has never been clearly understood. The men above, locked in an ovenlike room, are voluntarily undergoing extreme stress as part of a study of the relation between insanity and chemistry of the body.

Most students of the causes of insanity have had only the psychiatrists' interviews as their principal research tool. Recently doctors at the Worcester (Mass.) State Hospital, where the experiments shown on this page were photographed, and at New York's Creedmoor State Hospital, announced an important discovery: that chemical reactions in the body of a mentally disturbed person are different, under stress, from those of a normal person. In an insane person production of the sex hormones, of the vital body chemical, histamine, and of the hormones from the adrenal glands is out of balance. The scientists disagree on whether the unbalance produces too much or too little of these substances. But they agree that the chemical difference is the basis for a new kind of treatment by hormone injections, which already is being used (p. 156) with some success. The Creedmoor doctors predict that the treatments will double the number of patients who can be released from mental institutions.



DURING STRESS subject is strapped in a suspended armchair and whirled rapidly. When the spinning is stopped a normal person sways dizzily, a psychotic usually does not. After stress tests, blood and urine samples show changes from pre-stress samples.

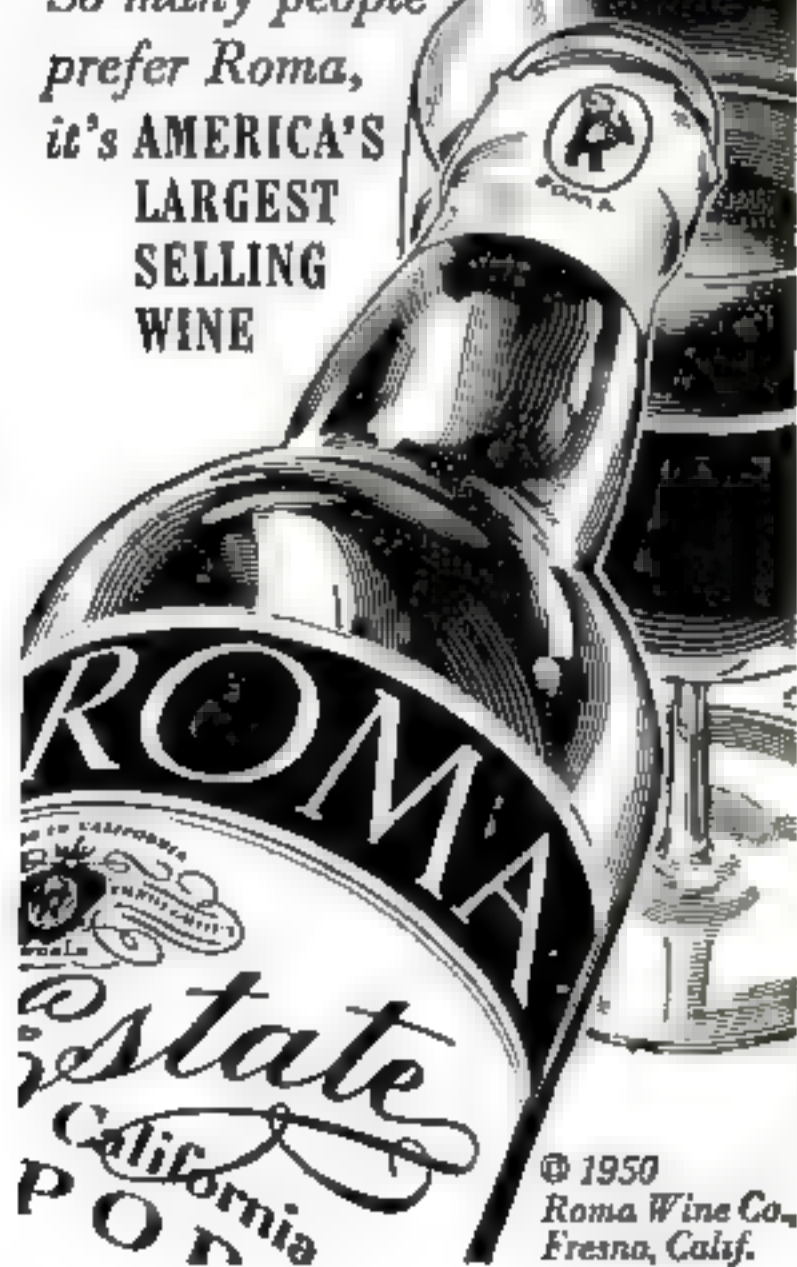


Only
Roma can
have this
more delicious
taste (No other wine
can even claim it)

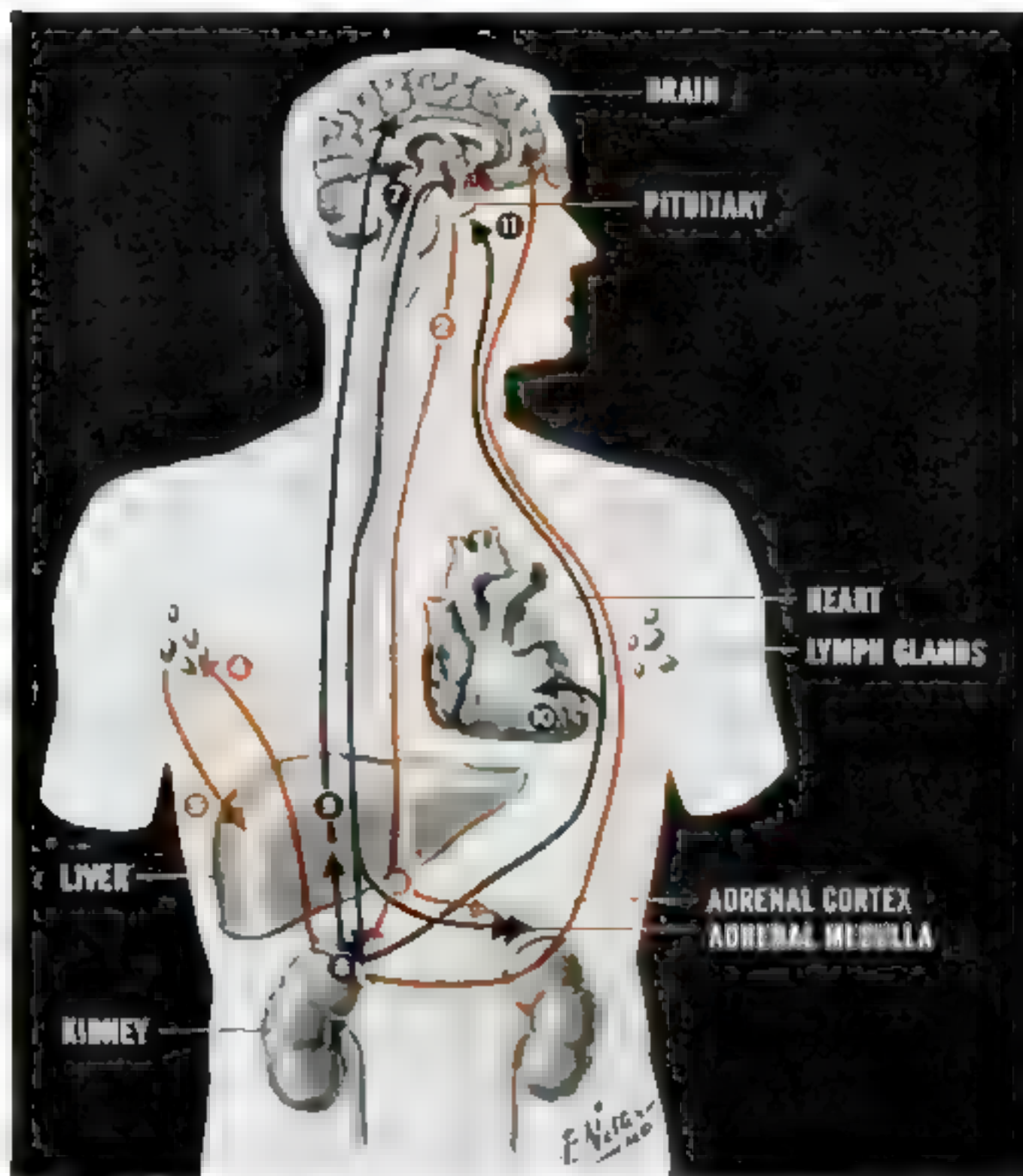
That's because Roma
has more fine wine in
its cellars than any other
vintner in the world...
and Roma bottles just
the mellow best of
this great reserve.

So...ask for
ROMA
WINE
every time

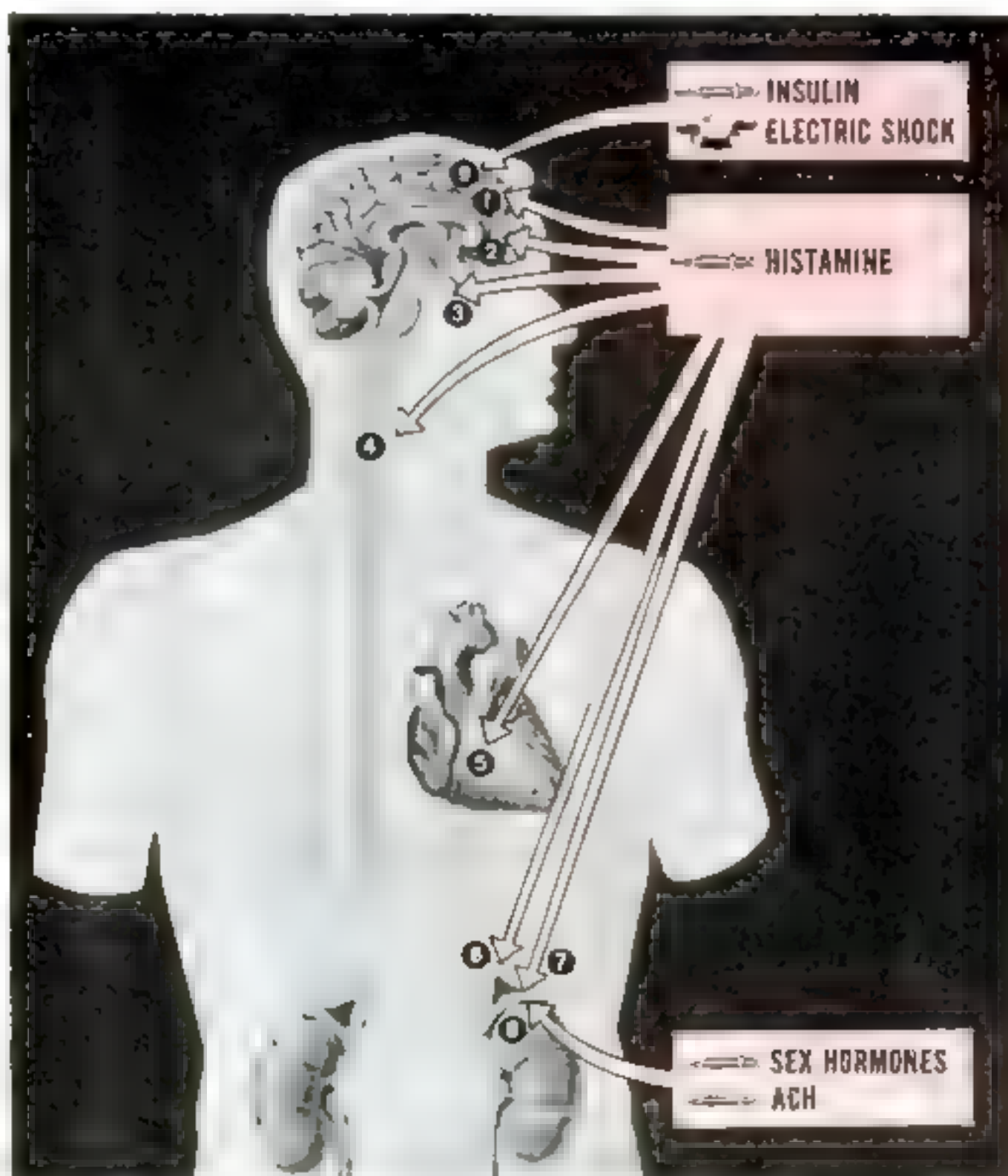
So many people
prefer Roma,
it's AMERICA'S
LARGEST
SELLING
WINE



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Roma Wine Co.,
Fresno, Calif.



NORMAL BODY adjusts chemical production to meet crises. Stress activates pituitary (1), body's master gland, which releases hormone ACTH (2) to outer part, or cortex, of adrenal gland (3). Cortex then gives off its hormones, ACH. ACH converts lymph (4) and other tissue proteins into sugar, which is stored in liver (5). ACH also regulates salts-and-water exchange between blood and brain tissues (6). Brain sends signals (7) to medulla, or center, of adrenal glands, which releases adrenalin (8). This helps speed sugar from liver (9) and oxygenated blood from heart (10) to brain, and stimulates pituitary to produce more ACTH (11). In mentally abnormal person, this body chemistry is out of balance.



TREATMENTS for mental patients are used in an effort to restore proper balance in abnormal body chemistry. Injection of histamine increases brain's oxygen supply (1) and the heart's output of blood (5). It also may shift salts-and-water balance (2), stimulate ACTH production (3), increase pressure of fluid in spinal canal (4) and step up flow of adrenalin (7). Histamine and sex hormones may offset the effects of the unbalanced natural supply of ACH (6). Injection of ACH may restore the adrenal glands' depleted supply (8). Older treatments, insulin and electric shock (p. 158), can be coupled with injections of histamine and sex hormones to increase desired effects upon the brain (9).

New ZIP

for your lighter
with **ZIPPO**
FLINTS



4 flints

10¢

Try them! See how they last and last... how they spark every time. Get Zippo quality Flints and Zippo "instant-lighting" Fluid at better stores everywhere.

BY THE MAKERS OF

ZIPPO ONE-ZIP
WINDPROOF
LIGHTERS

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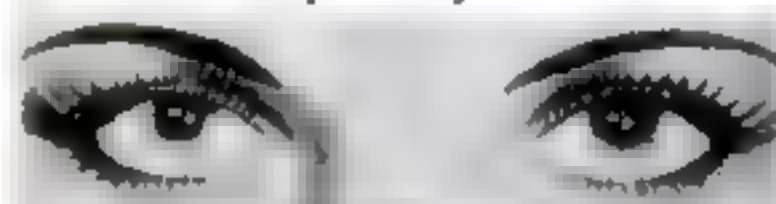


You Can Get
**Quick Relief From
Tired Eyes**

MAKE THIS SIMPLE TEST TODAY



EYES TIRED? You can soothe and refresh them in seconds with two drops of safe, gentle Murine in each eye. You get—



QUICK RELIEF. Instantly your eyes feel refreshed. Murine's scientific blend of seven ingredients cleanses and soothes eyes tired from overwork or exposure to sun, wind and dust.

MURINE
FOR YOUR EYES



CONTINUED ON PAGE 151

How many shaves can YOU get with THE RAZOR BLADE YOUR FACE CAN'T FEEL

... HOW MANY SHAVES BEFORE IT BEGINS TO FEEL
LIKE A REGULAR PLAIN OR BLUE STEEL BLADE?

Read what thousands are saying about this
wonderful new DURIDIUM process blade
that men are switching to from coast to coast!

THOUSANDS of voluntary letters
pour in from all parts of the
nation... praising this new-type
blade. A lot of men say that even
after several shaves, this Durid-
ium process blade still seems
sharper, still gives better shav-

ing performance than a fresh
blade made of regular plain or
blue steel. Get Silver Stars to-
day. See how many clean, easy
shaves you get before you feel
the blade's edge! Silver Star fits
standard double edge razors.



MARVELOUSLY SIMPLE—feeds
blades in one direction only!



10
FOR
49¢
ALSO 20
FOR 98¢
IN
DISPENSER



A FLICK OF THE THUMB—and out pops
one fresh, unwrapped perfect blade!



"WHEN I CAN FEEL
IT SHAVE
I change to a new one"

"I've never actually counted the num-
ber of shaves I get with each Duridium
Silver Star but I know it's plenty. I
just keep using one again and again
until I feel it shave, then I change to
a fresh one. It's surprising how long
this blade continues to take off whisk-
ers clean and close, without any feeling
of the blade's edge!"

RICHARD EARL,
Noted Long Island Amateur Golfer



"I only change to a
new DURIDIUM blade
when my old one feels like
a regular steel blade"

"I'm amazed at how many clean,
easy shaves I get from one Silver
Star without any feeling of the blade's
edge. Naturally, I only change to a
new Duridium blade when my old
one feels like a regular steel blade!"

BUDDY ROGERS, Noted Screen,
Radio and Television Star

NEWS! BLUE STEEL BLADES
AT BUDGET PRICES

4 FOR 10¢ • 10 FOR 25¢



This fine, precision made Blue Star
blade is as sharp and keen as any
blue steel blade ever honed. If ANY
blue blade, at any price, gives you
better shaves than Blue Star, we'll
give you double your money back.
Yet Blue Star blades cost only half
as much as leading plain or blue
steel blades!



"So many more shaves
per blade...I save
money on each pack!"

"I get so many more shaves with a
Duridium Silver Star than I used
to get with regular steel blades, I
figure I save money on each pack.
And what shaves! Every whisker
off clean, yet I'm never aware of
the blade's edge. And with the new
handy Whiz-Pak dispenser there's
no fuss or fumbling when chang-
ing blades!"

MARIO PITTONI,
Professor of Law

"Even after a few shaves
it's sharper than a
regular steel blade!"



"It's hard to tell exactly
how long I can use a
Duridium Silver Star. But
I do find that even after
a few shaves it still is
sharper, gives better re-
sults than a regular steel
blade. I get plenty of swell
shaves with no shaving
sensation. I like the new
Dispenser, too, it's the
handiest I've ever seen!"

TOM MURPHY, Pilot, Sky-
writing Corp. of America

Silver STAR

MADE BY DURIDIUM PROCESS

Better In Every Way Than PLAIN or BLUE Steel



Regular Package
5 FOR 25¢

AMERICAN SAFETY RAZOR CORP., BROOKLYN 1, N. Y. In Canada, ask for Ever-Ready Corux Blades

Cough Relief*

Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.

PINE BROS., INC., PHILADELPHIA



10¢

5 pleasing flavors

fast

Chemistry of Insanity CONTINUED

TREATMENTS STIMULATE GLANDS



INSULIN SHOCK is a chemical treatment that plunges mental patient into a coma (above). The shock stimulates endocrine glands which affect the brain.

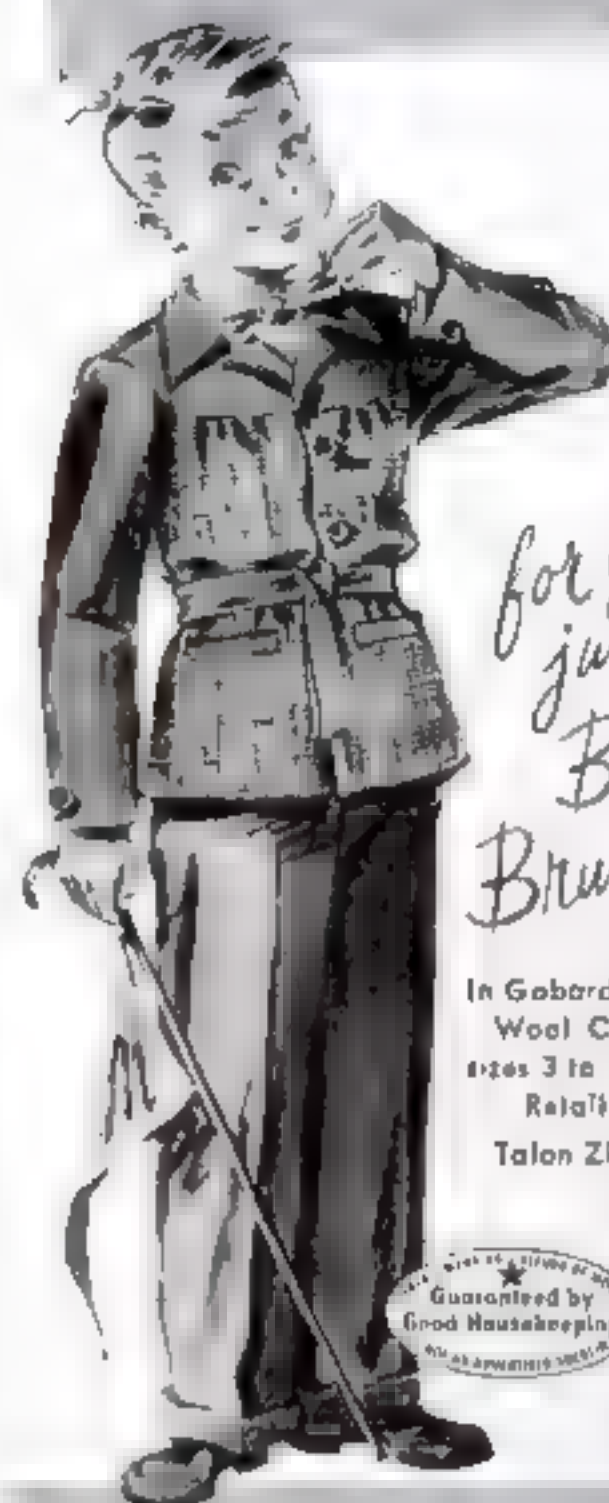


ELECTRIC SHOCK is a physical treatment for producing convulsions. It may affect metabolism of the brain directly or, indirectly, through the glands.



HORMONE TREATMENT produces neither coma nor convulsions. Used with histamine or sex hormone injections, it may correct chemical unbalance.

SMART LOOKING
tailored by
LO-BEL



for your junior Beau Brummel

In Gabardine and Wool Combination sizes 3 to 12. Retail app. \$10. Talon Zipper stocks.

Guaranteed by Good Housekeeping

MADE IN U.S.A.

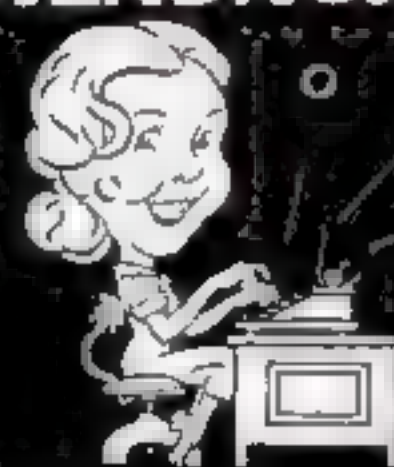
At your favorite store or write to LO-BEL Company - 1356 Broadway, New York 18, N. Y. Manufacturers of the famous Slough Belt snow suits.

America's Flavourite Candy

chicken bones

FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

FIRST AID for HEADACHES



I had one this morning. But it didn't last. I took Alka-Seltzer And got RELIEF fast.

Use it also for FAST RELIEF of Acid indigestion and Muscular Aches and Pains and Discomfort of COLDS

Alka-Seltzer

All drugstores U. S. and Canada



JOLLY TIME POP CORN
BEST there is for HOME POPPING
AMERICA'S FAVORITE POP CORN

CONTINUED ON PAGE 141



Everybody knows the sign of good coffee



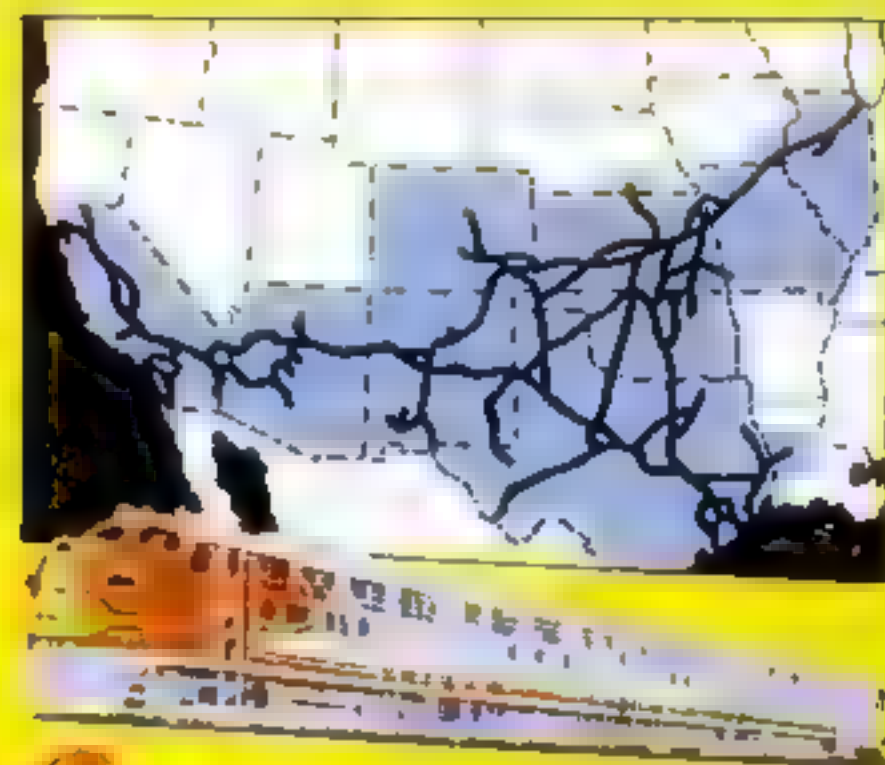
Products of General Foods

WELCOME INTERRUPTION! Time out for a good cup of coffee—Maxwell House Coffee. Its friendly stimulation is always welcome whenever, wherever there's work to be done. Heartv, flavor-rich, it's the kind of coffee men like, and there's a reason. The Maxwell House recipe . . . a recipe that calls for certain carefully selected coffees blended a very special way. The *only* recipe for that famous "Good to the Last Drop" flavor. That's why you get so much more *pleasure* in every cup . . . that's why Maxwell House is bought by more people than any other brand of coffee!

TUNE IN . . . "Father Knows Best" . . . delightful family comedies starring Robert Young . . . NBC, Thursday nights

Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

Ride **Great Trains** *through a* **Great Country**



6 great trains

Super Chief
The Chief
Texas Chief

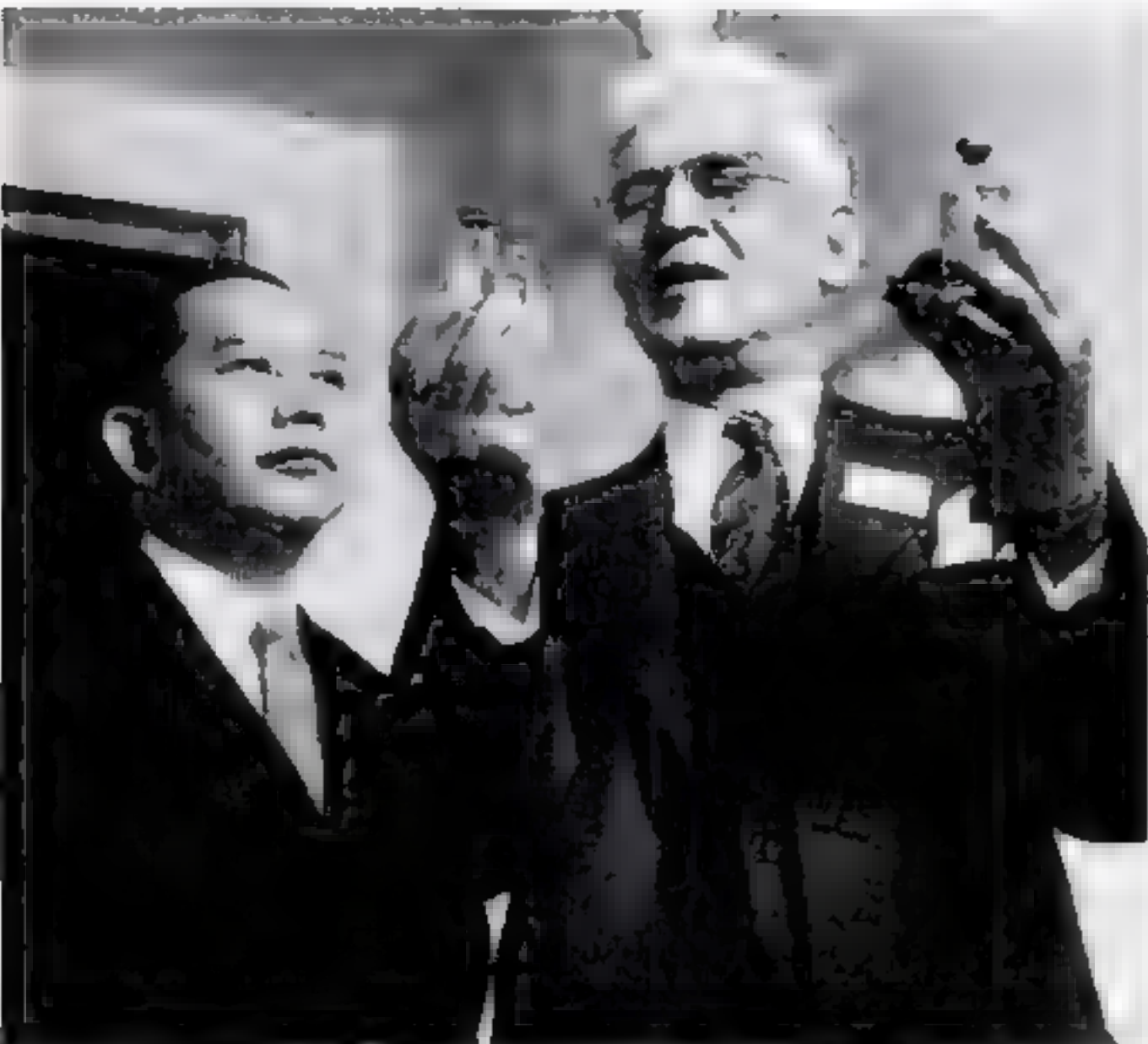
El Capitan
The Grand Canyon
California Limited



Si, si, si, chico! Riding one of Santa Fe's great fleet of fine trains is certainly the way to see that romantic Southwest of yours. Santa Fe trains are famous for comfort and room to move around... for a wonderful choice of fine Fred Harvey meals... for dependable on-time schedules regardless of weather... for arriving right downtown. Yes, traveler, figure it out—you'll go Santa Fe—all the way!

For information, just phone any Santa Fe office or consult your local travel agent or write R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4.





AT CREEDMOOR, Dr. Johan van Ophuijsen, chief of institute, shows hormones used in treatments to General Carlos Romulo who dedicated building.

PROBLEMS OF INSANITY CONCERN BOTH STATESMEN AND SCIENTISTS

Mental illness, which in the U.S. alone fills more than half of all hospital beds, is the world's No. 1 medical problem, and statesmen as well as scientists are interested in finding ways to control it. Last month General Carlos Romulo, president of the United Nations General Assembly, came to Creedmoor State Hospital to dedicate its new Institute of Psychobiologic Studies. Creedmoor's main contribution to the study of the chemistry of insanity has been the chemical treatments it has devised. At the Worcester Foundation for Experimental Biology, the major contribution has been in basic biochemical research. At each institution, a technique of research teamwork which merges medical fields and talents (below) has been used with remarkable success.



AT WORCESTER, research team of Foundation for Experimental Biology pools knowledge of a half dozen different branches of science to solve problems. Clockwise around table in foundation library, starting with man in foreground, are physiologist, research psychiatrist, clinical psychologist, clinical psychiatrist, neurophysiologist, research psychologist, biochemist and endocrinologist. Blackboard diagram shows interaction of body chemistry under stress.

Murray Sices Fits The In-Between Figure



ENTERPRISING MURRAY SICES turns out perfect-fit suits like this for the smart figure 5 feet 5 and under, with nary a stitch required for costly alterations. Sices styles this handsome number in Juilliard Worsted Crepe (soutache-embroidered), Juilliard "lean drop" Gabardine, or Forstmann's Milateen. In the latest Spring colors. Sizes 12½ to 20½. And the low price will surprise you. At Russels, New York; or for store nearest you, write THE MURRAY SICES CORP., 252 West 37th Street, New York 18, New York. In Canada, styles by Murray Sices manufactured by Leo Lorry, Toronto.

HEY, MOM! MAKE SURE THAT DEVILED HAM IS UNDERWOOD'S! I LIKE IT BEST!

Guaranteed by Good Housekeeping

Deluxe dish!! Mix a can of UNDERWOOD'S into your next batch of scrambled eggs!



Life Goes to a Chamber Music Concert



REHEARSING, Warburg (right) and Kell (left) listen to Mieczyslaw Horszowski play piano part.



AS PARTY STARTS, General Conger Goodyear gallantly kisses hand of pretty Mrs. Anthony Bliss.

THE WARBURGS ENJOY IT PROPERLY

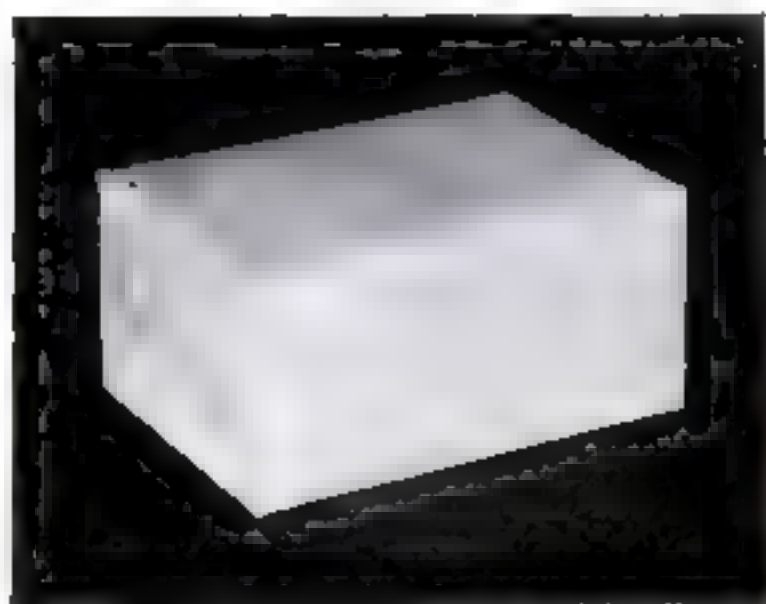
Half a dozen times a year Gerald Warburg, a prominent New Yorker, invites a select group of friends to join him in what many music lovers regard as the most civilized of all forms of recreation. It consists of a two-hour private concert of chamber music, followed by a buffet supper of smoked turkey, ham and champagne punch. To provide music for his concerts, Mr. Warburg assembles a small group of highly skilled professional musicians. Being himself an amateur cellist of professional excellence, he joins his musicians in their work, helping them perform carefully tooled interpretations of great works by such immortal chamber music composers as Haydn, Mozart, Beethoven and Schumann.

The pictures on this and the following pages show guests and musicians at one of Mr. Warburg's musical evenings. The musical guest of honor is the famous British clarinetist Reginald Kell, regarded by critics as the finest of all the world's players on that instrument. While Warburg, Kell and the pianist Mieczyslaw Horszowski played, seated in early Italian chairs, guests lounged luxuriously, nursing Scotches and sodas. The concert ended with the not-quite-so-highbrow strains of Saint-Saëns's *The Swan*, and then the Warburgs' cat, Timothy, who had been ousted because his demands for attention might disturb the concentration of the guests, was allowed to join the party again.



WELCOMING GUESTS to musicale, Host Warburg stands at doorway of his Long Island home.

She said, "I give up!" Can you guess?



A bright young art student was asked,
"What's in this wrapped box?"



"I give up," she said.
"There's just no telling . . ."

True! There is *no telling* what's in this wrapped box. It looks as though it might contain so many different kinds of things.

Actually, it's Modess—in the wonderful new-shape box! So skillfully shaped *not* to look like a napkin box, that the sharpest eye couldn't guess what's inside the wrapping.

And to make sure you'll *always* get it neatly wrapped—Modess *now* wraps the boxes before they even reach your store. No delay or embarrassment for you.

Of the leading brands, only Modess brings you these two keep-a-secret extras.

Same number of fine Modess napkins per box; same price. Regular, Junior, or Super Modess sizes.



**Modess—new-shape box comes ready-wrapped
to save embarrassment!**



Something *beautiful* happens

...AND IT CAN HAPPEN TO YOU

...IN THE TWINKLING OF AN EYE



WORLD'S FAVORITE MASCARA AND EYEBROW PENCIL

Chamber Music CONTINUED



LISTENING TO BEETHOVEN in a comfortable chair with a good drink and a pretty girl at his side. General Goodyear stares dreamily at the ceiling as he



savors the delicate music under ideal conditions. Beside him is Mrs. Bliss, who as Jo Ann Sayres played the lead in the Broadway hit show *My Sister Eileen*.

CONTINUED ON NEXT PAGE

in **ONE SECOND** flat!



TO ADJUST: a slight twist with a coin "sets" it right without opening the case.

SENSATIONALLY NEW! Just set the outside regulator—slower or faster—as you need it. In one second flat, you've got your ACURATOR running exactly right. Saves endless trips to the jeweler for regulating—insures perfect accuracy all the time, wherever you may be. Ask your jeweler for this great new Croton Watch!

—you can adjust this amazing watch to

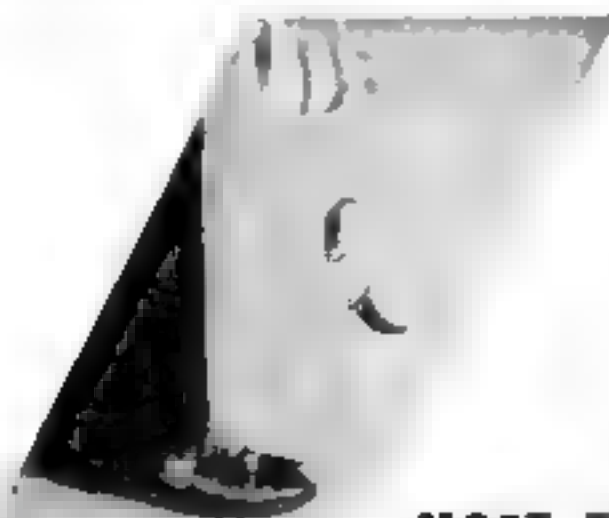
**PERFECT
ACCURACY!**



© 1930 Croton Watch Co., Inc., New York

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Drop it, dunk it—in shower, bath or ocean. The Acurator is certified waterproof. Case is sealed against water and dust. Need never be opened for adjustment.



Drop it, shock it—Your ACURATOR takes abuse with a smile, resists shocks and jars that stop the ordinary watch. It's *care-free*. Take it anywhere.

17 Jewels • Radium Dial
Sweep Second Hand
Shatterproof Crystal
Waterproof Case

Croton
ACURATOR

MOST TROUBLE-FREE WATCH IN THE WORLD

If your store doesn't yet have the Acurator, write for free descriptive booklet: CROTON WATCH CO., 48 West 48th St., N. Y. 19

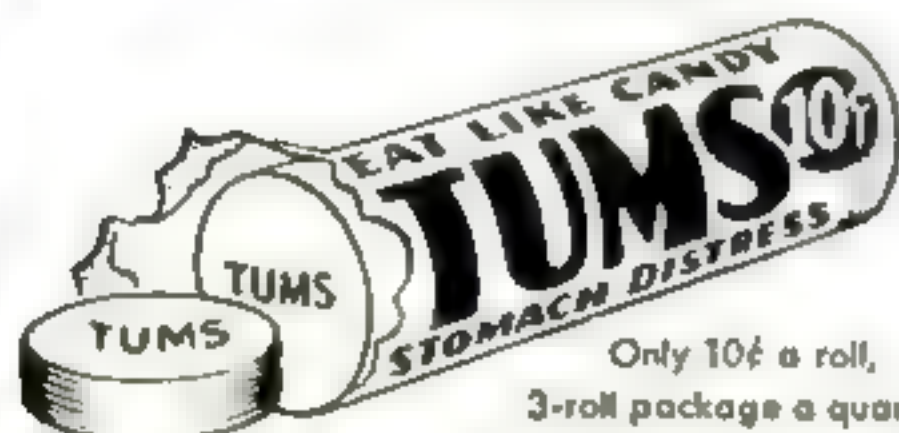
When you WATCH the CLOCK at lunch, watch out for ACID INDIGESTION Heartburn

TUMS



Every time you hurry and worry your way through a quick lunch, acid indigestion may be your afternoon caller! But with Tums in purse or pocket, you're set for sweet relief... *fast*. Almost instantly, one or two tasty Tums relieve annoying heartburn and gas—soothe and settle your stomach. Tums contain no baking soda. So, no danger of overalkalizing—no acid rebound. And Tums are handy as candy to take—any time, anywhere. This very day, get Tums! Still 10¢ a roll—3-roll package, a quarter.

Quick Relief for
**ACID INDIGESTION,
HEARTBURN**



Only 10¢ a roll,
3-roll package a quarter

for the tummy

Try one or two Tums after breakfast. See if you don't feel better!

TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

Get a box today. You'll be convinced.



THE YOUNGER SET seemed to enjoy the music as much as their elders. They are Zaidée Parkinson, 13 (left), Tinka Streiberg, 14, and Jeremy Warburg, 14, the youngest daughter of the host. Zaidée herself is a talented pianist.



CONCENTRATING, glass in hand, Alec Waugh listens tensely. A writer of travel and biography, he is brother of English Novelist Evelyn Waugh. He was brought to party by the Bliss.

AFTER THE CONCERT, at buffet supper, Mrs. Warburg pours some more champagne into the punch. At left is Clarinetist Kell who, as a veteran chamber player, has seen many such music parties. Between them is Mrs. Bliss.



THE HOUSEHOLD STAFF, a butler, maid and housekeeper, drawn by strains of music trio, linger in a small hall off the music room and listen before serving the buffet supper to guests.



MUSING, Mrs. E. Bliss Parkinson puffs at her cigaret as she listens to the music with nearly closed eyes. Like all but two of the 25 guests, she is a neighbor of the Warburgs and lives within two miles of their house in Brookville.



CONTINUED ON NEXT PAGE

I Wear False Teeth
yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me*



"I soak my plates in Polident every day . . . to avoid Denture Breath. It's such a blessing to know that they are odor-free."

Mrs. J. R. S., Midland, Ark.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—**POLIDENT**. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

**LOOSE
FALSE
TEETH
?**



**Amazing New Cream
Holds Tighter, Longer**
than anything you've ever tried
or double your money back

POLI-GRIP

Made and Guaranteed by
POLIDENT

How to conserve costly linens **2 WAYS** every time you launder!



WHEN you launder white and color-fast cottons and linens with Clorox, it conserves them two ways. (1) Clorox bleaches extra-gently because it is free from caustic. (2) Clorox lessens rubbing... yet makes your linens snowy-white, color-bright. And both ways save you money!

In addition, Clorox makes your linens sanitary. It deodorizes, removes stains, too! If you're not at present a Clorox user, we suggest you try it. Clorox has the approval of millions of housewives. It's the brand more people know, and buy!



Directions
on Label

You get these **2 BIG** EXTRAS with **CLOROX**

1.
GENTLER
BLEACHING ACTION
... longer life for linens!

2.
GREATER
DISINFECTING EFFICIENCY
... added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances... made by an exclusive formula protected by U.S. patent!

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CLOROX... AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



HART SCHAFFNER & MARX

Did you happen to note, elsewhere in this issue, the picture of a man in a Hart Schaffner & Marx suit who is so obviously going places? The problem of Tom Hall, the artist, was not merely of drawing a man in a well-fitting suit, but of suggesting

a specific pattern... in this case, Arrowhead.

The Arrowhead design, to get technical for a moment, is an ingenious weave that combines three clear colors into a sort of miniature herringbone pattern... with neat stripes and subdued over-squares for added interest. They are in very good taste, neither too listless nor too restless.

You'll find these long-wearing Arrowheads at leading stores where Hart Schaffner & Marx clothes are sold. And, with Easter just around the corner, now's the perfect time to get one. After all, Spring is a time when a man likes to look his best.

Chamber Music CONTINUED

THE SWISS WATCH VERSUS LOCOMOTIVE

When the late Oswald Spengler was looking for something that might be regarded as the highest cultural achievement of Western civilization, he chose the string quartets of Beethoven. While other savants might disagree on this point with the gloomy author of *The Decline of the West*, there is no doubt that these quartets, and the art of chamber music of which they form a part, belong among the most refined, subtle and intellectual creations in all art. Chamber music enthusiasts regard this small-scale branch of music as being a cut above symphonies and opera. They prefer it because of the simplicity and elegance of its form and because its musical architecture is so transparent and finely adjusted that every note counts. The greatest composers evidently agreed, for a large number of them—Haydn, Mozart, Beethoven, Schumann, Brahms—did much of their finest work in this form.

The vogue for chamber music got its start in the aristocratic courts of Austria and Germany during the latter half of the 18th Century, when formality and exquisite classical taste in music were fashionable and composers like Haydn and Mozart were at their peak. Nobles like the famous Prince Esterhazy of Vienna kept permanent staffs of chamber musicians in their households and commissioned eminent composers to write music for them to play. Later, during the 19th Century romantic era, the quality of chamber music declined somewhat as composers interested themselves in the more emotional and sonorous possibilities of big symphony orchestras. More recently composers have occupied themselves again with its delicate and intricate form, but never with quite the success it had in the 18th and early 19th Centuries.

Though chamber music is written for trios, quintets, sextets, octets and occasionally employs wind instruments like clarinets and oboes, its basic combination is the string quartet consisting of two violins, a viola and a cello. This grouping, in which there is perfect uniformity of tone quality and a perfect balance of high- and low-toned instruments, has long been regarded as the ideal vehicle for music. Musicians who make up this combination must be even more expert players than the musicians in a symphony orchestra since each of their parts is a vital and exposed component of the whole structure. To a chamber music fan the chamber music ensemble compares with the symphony orchestra somewhat as a Swiss watch compares with a locomotive.



KELL AND PUPIL, Jazz Clarinetist Benny Goodman (right), run through a difficult part. An accomplished classical clarinetist, Goodman has given a good many concerts with chamber groups, looks on Kell as the master in his field.



It takes genius to produce

OLD GRAND-DAD



100 PROOF

Only an infinite capacity for taking pains could produce the uniformly rich, mellow, heart-warming flavor of Old Grand-Dad. And that's what genius is! Infinite pains in the selection of the grain, in the direction and control of every step in the distilling process, and in preparing the barrels in which Old Grand-Dad ages four years or more in bonded seclusion. The result is, of course, what you would expect.

National Distillers Products Corporation, New York, N. Y.

Head of the Bourbon Family

NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation due to smoking **CAMELS!**

YES, THESE WERE THE FINDINGS OF NOTED THROAT SPECIALISTS AFTER A TOTAL OF 2,470 WEEKLY EXAMINATIONS OF THE THROATS OF HUNDREDS OF MEN AND WOMEN WHO SMOKED CAMELS—AND ONLY CAMELS—FOR 30 CONSECUTIVE DAYS!



COLLEGE STUDENT Anne Hogan: "My doctor's report after my 30-day test proved what my own throat told me from the start—Camels are wonderfully *mild*. And they taste so good!"



MR. AND MRS. RICHARD COLE of Fresh Meadows, N. Y., made the test under the observation of a throat specialist. Both agree, "Camels are the mildest, best-tasting cigarette I ever smoked!"



PERSONNEL DIRECTOR Robert R. Lamkie: "Camel mildness agreed with my throat right from the start. I like everything about Camels—they're my cigarette from now on!"



CONNIE SCHWOEGLER

THE 30-DAY TEST SURE WON ME OVER TO CAMELS — THEY TASTE GREAT AND THEY AGREE WITH MY THROAT!

TWICE WINNER OF NATIONAL INDIVIDUAL MATCH GAME CHAMPIONSHIP AND 1949 "BOWLER OF THE YEAR"



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Start your own 30-Day Camel MILDNESS Test Today!

Smoke Camels — and only Camels — for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). Let your own throat tell you about Camel's cool, cool mildness. Let your own taste tell you about Camel's wonderful flavor.